THE COIN MACHINE REVIEW

THE BUSINESS MAGAZINE OF THE COIN MACHINE INDUSTRY

•

June, 1950

There's a Seeburg in your future!

THERE IT IS • • •
as clear as this crystal ball for 1950 • • • you can see for yourself that if you're an operator who's on his way to the top • • • there's a Seeburg in your future! For you'll admit • • • only Seeburg has all those features your customers are demanding. So if eventually • • • why not now?

R. F. JONES CO.

EXCLUSIVE DISTRIBUTORS OF SEEBURG Selectomatic 100 •SCIENTIFIC SOUND DISTRIBUTION •REMOTE CONTROL

SAN FRANCISCO 1263 MISSION ST. • SALT LAKE CITY 127 EAST 2nd SO. • DENVER 1314 PEARL ST. • PORTLAND 1915 N. E. BDWY. • SEATTLE 2208 4th AVE.

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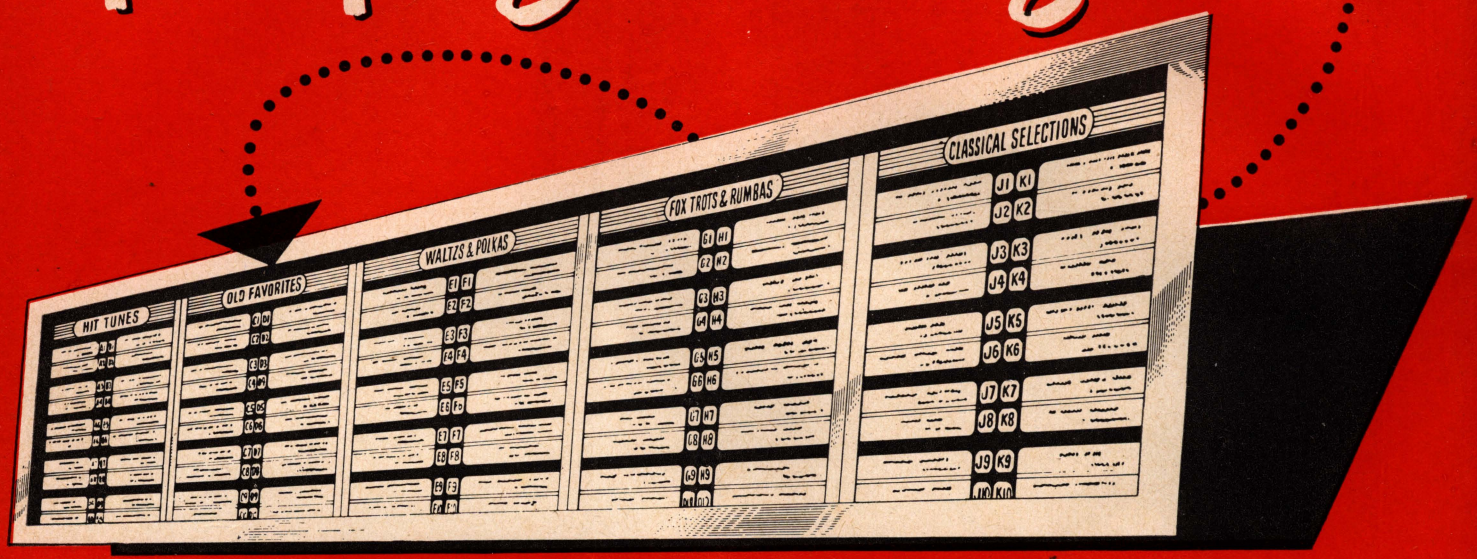
100 SELECTIONS ARE ESSENTIAL TO Proper programming!



BE 100% WITH SEEBURG...ONLY SEEBURG HAS

100 SELECTIONS

SEE YOUR SEEBURG DISTRIBUTOR FOR THE COMPLETE STORY OF SELECT-O-MATIC "100" SYSTEMS

Seeburg

DEPENDABLE MUSIC SYSTEMS SINCE 1902

J. P. SEEBURG CORPORATION
Chicago, Ill.

YOUR SEEBURG DISTRIBUTOR WILL BE GLAD TO TELL YOU HOW SELECT-O-MATIC "100" MUSIC SYSTEMS OFFER GREATER OPPORTUNITY

MINTHORNE MUSIC CO.
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1314 Pearl Street, Denver 3, Colo.
1263-7 Mission St., San Francisco 3, Calif.
1515 N. E. Broadway, Portland 12, Ore.
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20,000 TOWNS!

Dad's out tonight; it's club night in Smalltown, U.S.A. He plans to enjoy the camaraderie of his fellow townsmen and probably will get involved in pinochle, poker, billiards, call rummy or play the Bell machines, or maybe he will just sit around and kibitz. Over 20,000 towns in the U.S.A. have all or either of these types of clubs—civic, patriotic or fraternal—that afford a place where men can gather to "punch the bag" or in some way, as they may see fit, have fun and relaxation along with their fellowmen.

Club night is an important night to the men in America's small towns, not only to the small town men, but also to the farmers in the outlying communities who look forward to club night after a hard week's work in the soil.

Club facilities are made possible only through one means—MONEY. Comfortable, well equipped club houses, good food and refreshments help to keep the club's membership high. Seventy-five per cent of these clubs have set up a charity program from the Bell machine receipts. Proud and happy committeemen from these clubs investigate and channel moneys into worthy local and national charities. The individual amount that is dispensed this way by any one club may not seem so much, but multiply it by the number of clubs in these 20,000 small towns, and it reaches an astounding figure.

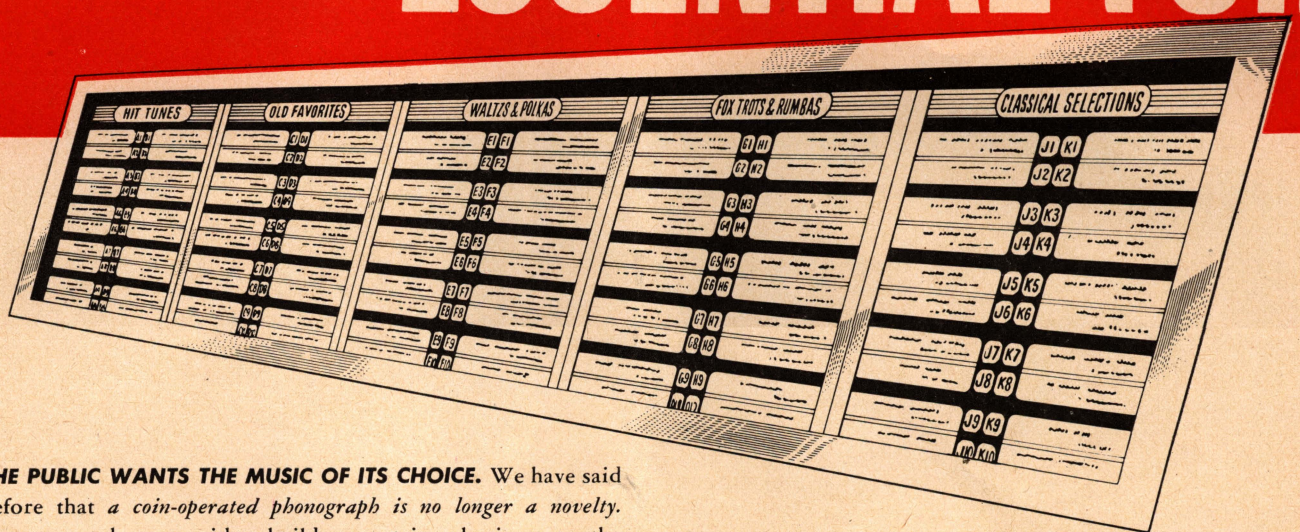
The Bell machine does two jobs: It provides money for the club's own maintenance; it provides for the charitable contributions that the club has elected to make. These clubs need Bell machines, for this revenue could never be gathered from special assessments. It is a known fact that clubs could never replace this Bell money that way because the members do not favor special assessments. The Bell type machine is the only coin operated unit in the world that constantly contributes huge sums of moneys to worthy charities in 20,000 Smalltowns, U.S.A.

BELL-O-MATIC CORPORATION

WORLD'S EXCLUSIVE DISTRIBUTOR: MILLS BELL PRODUCTS, 4100 FULLERTON AVE., CHICAGO 39, ILL.

THE COIN MACHINE REVIEW for June, 1950. Vol. 17, No. 11. Published monthly at 1115 Venice Blvd., Los Angeles 15, California. Paul W. Blackford, editor and publisher. Entered as Second Class Matter July 23, 1936, at the Post Office at Los Angeles, Calif., under the Act of March 3, 1879. $5.00 for two years—$3.00 for one year. 50c per copy.

THIS IS WHY 100 ESSENTIAL FOR



THE PUBLIC WANTS THE MUSIC OF ITS CHOICE. We have said before that *a coin-operated phonograph is no longer a novelty.* You cannot hope to either build or sustain a business on the thin thread of novelty. Today, the public—your customers and our customers—wants music. That is our product. Our task is to provide a better music service . . . one that readily permits you to offer "music for everyone."

THE IMPORTANCE OF PROPER PROGRAMMING. Successful merchandisers in every field — food, clothing, books, radio, television, appliances — have learned that the way to increase sales is by making products easy for the public to buy. That's just what the Selector Panel of the Seeburg Select-O-Matic "100" does for your business. It makes your product — MUSIC —easy to buy . . . because the music is properly displayed.

100 SELECTIONS AND THE 5 BASIC MUSIC CLASSIFICATIONS. Here is the key to successful music merchandising. By grouping 100 record titles under the *five basic music classifications,* you assure fast reference and easy selection with a reasonable choice of titles under each classification. This is possible only with the Seeburg Select-O-Matic "100", which offers sufficient selections to permit constructive and varied musical programming.

YOUR ANSWER — "MUSIC FOR EVERYONE." Select-O-Matic "100" Music Systems are opening new horizons of opportunity for progressive music men. Today, people who never spent a nickel in a coin-operated phonograph are listening to their favorite tunes on the Select-O-Matic "100". Why? It's simple! Because with this modern music system there is "music for everyone" . . . for tots, for teen-agers, for old-timers.

See your Seeburg Distributor today. Compare this music system. You'll find it to be beyond compare.

Be 100% with Seeburg

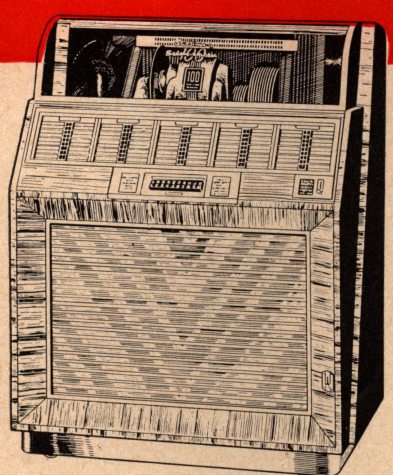
only Seeburg has **100**

Seeburg

DEPENDABLE MUSIC SYSTEMS SINCE 1902

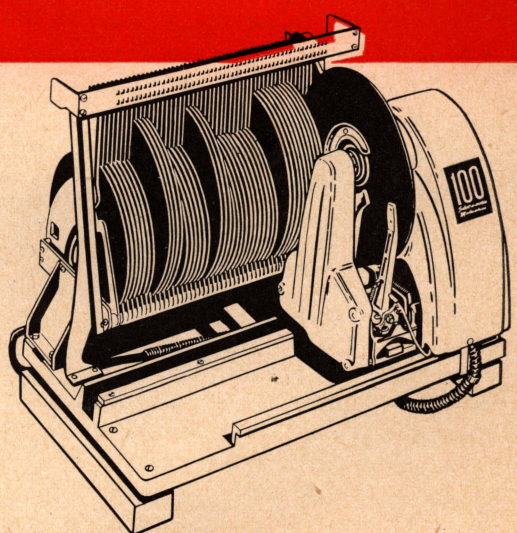
J. P. SEEBURG CORPORATION
Chicago, Ill.

SELECTIONS ARE *Proper* PROGRAMMING

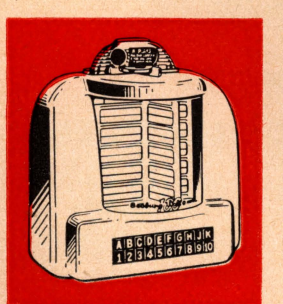


The Select-O-Matic "100". 100 selections all visible at one time . . . cataloged under the five basic music classifications. Completely equipped for Remote Control and Scientific Sound Distribution — no converters, adapters or other makeshifts necessary. Full operating power consumption only 240 watts.

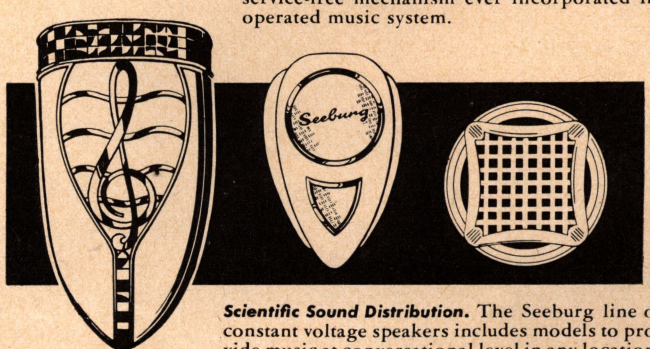
HERE IS THE MUSIC SYSTEM THAT ASSURES COMPLETE *Flexibility* FOR OPERATORS



The Select-O-Matic "100" Mechanism. The most revolutionary development in the history of coin-operated music. Operation in thousands upon thousands of locations has proved it to be the most economical, service-free mechanism ever incorporated in a coin-operated music system.



The Wall-O-Matic "100". The most remarkable remote selection system you ever saw. Brings 100 selections . . . cataloged under the five basic music classifications . . . right to the finger tips of guests.



Scientific Sound Distribution. The Seeburg line of constant voltage speakers includes models to provide music at conversational level in any location.

SELECTIONS

4 ROWE DIPLOMATS for 1950

HAVE YOU SEEN THE NEW ROWE DIPLOMAT CONSOLES TRIMMED IN *Leatherowe*?*

The smartest merchandising idea in years! Rowe Diplomat Consoles fit the color schemes of *any* location! Trimmed in your choice of 13 beautiful shades of lifetime LEATHEROWE*—washable, hard-wearing, utterly modern. Mechanically perfect, too—made with all of Rowe's engineering know-how and precision workmanship. The perfect machine for those hard-to-sell locations! In manual and electric models.

Remember! All four amazingly low priced!

*Exclusive with Rowe

THE ROWE STANDARD DIPLOMAT
The most popular cigarette merchandiser in the entire industry! Two models—manual and electric.

Rowe

ROWE MFG. CO., INC., 31 East 17th Street • New York 3, N. Y.
Member, National Automatic Merchandising Association

It's Smart to Modernize with Rowe

The 203rd Consecutive Monthly Issue of

★ The COIN MACHINE REVIEW ★

For the wrong that needs resistance;
For the cause that lacks assistance;
For the future in the distance,
And the good that it can do!

Vol. 17, No. 11 **June, 1950**

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The Review Comments—

• The fact that so many sources continue to make optimistic reports about business conditions is something to emphasize at the present time. Let's hope that every operator in the land can see some benefits from a high business level and that the Coin Machine Industry will generally profit from a better economic picture. Optimism itself pays off in dollars and cents.

• True, some of the optimistic reports are inspired by politics and there are some situations that are definitely adverse. But the boom in the building and auto industries seems real enough to inspire the country as a whole.

• Sorry that our date of issue coincides almost with the week of holding the ACMMA Convention in Chicago, and hence it was not possible to publish reports on the convention in this issue. Much interest centers in the general feeling among operators as shown at national conventions, coming as they do from all parts of the country. Conventions are a kind of mirror that show the attitude and spirit that exists among operators over the country. The CMI convention in June will add still more to the story of what operators are thinking about business.

• Up to the present, newspapers seem to have avoided being too sensational about the anti-crime drive by the federal government, the investigations by Congress, the Johnson bill, and the inclusion of gaming devices in the situation. *Collier's* showed that sensation could be developed, and if Congress continues to stir the subject some newspapers are bound to take the sensational side of it. But the sensationalism seems to have been lacking thus far. By the time this issue reaches our readers, the picture might change.

• Many industries besides the coin machine trade are wondering what the entire summer will be like, for there are many other lines of business than the coin machine trade that depend much on the weather. Last summer brought some unusual heat and the soft drink business, among others, profited immensely from

(See REVIEW COMMENTS, Page 9)

The COIN MACHINE REVIEW PLATFORM:

1. *To foster and encourage localized public relations programs for the good and welfare of the Industry.*
2. *To support adequate national trade associations and advocate the formation of local and regional associations to affiliate themselves with the national for mutual benefits.*
3. *Promote, encourage and publicize a National Coin Machine Week, to be set yearly to correspond with the week during which the national Industry show and convention is held.*
4. *Promote, encourage and publicize a National Automatic Merchandising Week, to be set yearly to correspond with the week during which the national vending machine trade convention is held.*
5. *Encourage and promote standard distributing firms and practices within the Industry whereby the maximum protection is guaranteed the operator in the sales and servicing of new products.*
6. *To oppose unfair and discriminatory taxes of all kinds on coin-operated devices and services.*
7. *Urge the repeal of the federal excise tax on coin-operated machines.*
8. *Encourage a uniform decimal system of coinage in all nations to promote the use and export of coin-operated devices.*
9. *Encourage the wider use of coin operation on new devices, services and inventions.*
10. *Publicize the immense benefits of coin-operated devices and services to stores, factories and establishments of all kinds.*

The COIN MACHINE REVIEW CALENDAR

SPECIAL DATES

June 11—Children's Day.

June 14—Flag Day.

June 18—Fathers Day.

June 21—First Day of Summer.

TRADE MEETINGS

June 1—Calif. Music Guild, Annual Ladies Night, Leamington Hotel, Oakland.

June 1—Cleveland Phonograph Merchants Assn., annual banquet, Hollenden Hotel, Cleveland.

June 1—Skill Games Board of Trade, Milwaukee, regular meeting.

June 2—Region XI (Regions 10, 12 invited), NAMA meeting, Hotel Leamington, Oakland, Calif.

June 5—Illinois Amusement Assn., Rockford, regular meeting.

June 5—Amusement Machine Operators of Greater Baltimore, regular meeting.

June 6—Washington Music Guild, Washington, D. C., regular meeting.

June 6—Cigarette Merchandisers of New Jersey, Newark, regular meeting.

June 8—Michigan Auto. Phonograph Owners Assn., Detroit, regular meeting.

June 8—Washington Coin Machine Assn., Wash., D. C., regular meeting.

June 9—Region III, NAMA meeting, Baltimore.

June 12—United Vendors of Wisconsin, Milwaukee, regular meeting.

June 13—Auto. Phonograph Owners Assn., Cincinnati, regular meeting.

June 13—Calif. Music Guild, Oakland, regular meeting.

June 16—Central Illinois Phono Operators Assn., Peoria, regular meeting.

June 22—Calif. Music Guild, Sacramento, regular meeting.

June 27—Auto. Phonograph Owners Assn., Cincinnati, regular meeting.

June 27—Western Vending Machine Operators Assn., Los Angeles, regular meeting.

COMING CONVENTIONS

May 31-June 3—National Candy Wholesalers Assn., Hotel Commodore, New York City.

June 4-9—National Confectioners Assn., annual convention, Grand Central Palace, New York.

June 26-28—Coin Machine Institute, annual convention, Stevens Hotel, Chicago.

July 10-13—National Assn. of Music Merchants (Retail), annual convention, Palmer House, Chicago.

Nov. 15-18—National Automatic Merchandising Assn., annual convention, Palmer House, Chicago.

See New Firms at June Show

The Industry is now entering another summer and there is something different just ahead in 1950. It is the annual convention for the Industry planned and sponsored by the Coin Machine Institute.

In addition to the important business factors in the convention, there is much interest attached to the new June date. It is a much advertised breaking away from the long record of the past in holding the national coin machine conventions in the dead of winter—and since the conventions were held in Chicago, winter meant winter.

Coin Machine Institute carries on with the heritage of Coin Machine Industries, Inc., an organization that held a long record for sponsoring annual conventions with great success.

Polls taken among operators are said to have shown that there is a real desire to try the June date for conventions. The idea has been debated for years, especially when operators faced the cold wintry winds of the Windy City. CMI has definitely tied the vacation idea into its convention plans and has made entertainment plans for women and children. That means, as never before, that the appeal this year will be to bring the whole family along.

It has long been said that an operator can learn much by taking trips into other territories to observe what other operators do. This idea can be combined with the vacation idea that ties in with the CMI convention-vacation theme.

Since weather has long been a topic in connection with the annual conventions, it might be well to mention that June is usually an ideal summer month in the Windy City.

The CMI show also breaks with tradition and goes to the Stevens Hotel. The advantages of this hotel and its gigantic and modern exhibit hall are being appropriately stressed by the organization. The facilities for really seeing convention exhibits are there.

CMI announces there will be more exhibit floor space than ever at a coin machine convention. Also, that more new equipment will hence be shown and more new exhibitors. The work of CMI in getting new firms in the manufacturing field to show their products will reveal that the Industry is still growing, and operators will also get to see what is really new.

The list of exhibitors for the June convention speaks for itself and assures a well-rounded convention and a complete variety of coin machines and equipment. The officers and committees of CMI have shown much originality in planning a convention of real interest to the operator.

CMI aggressiveness has been shown in enlisting exhibitors of music, of shuffleboard and other equipment that promises much for the operator to see. This variety in display comes at a time when the Industry needs to feel the full inspiration of the fact that there is still expansion and growth taking place.

Coming late in June, there is also another advantage to operators in attending the convention. It is close to July and the turning point of the year, and hence an opportune time to see new equipment, gather new ideas and begin making plans for the second half of the year.

Up to the present the general business picture of the nation promised a favorable background for the convention. The verdict of financial leaders seems definite that business is much more optimistic than a year ago, and that holds promise during the balance of the year for operators.

Dave Gottlieb, chairman of the CMI show committee, and other leaders in the convention plans, know conventions and they have planned the best. Operators, come to the June Show.

REVIEW COMMENTS

(Continued from Page 7)

it. A mild winter then came along—till April changed the picture entirely.

• There is something in many of the advertisements being currently published by Bell-O-Matic Corp. that deserve more than passing consideration. Grant Shay also deserves much credit. The advertisements have high quality in design from a professional advertising standpoint and then they have a message that rings with humanity.

• The program outlined by National Automatic Merchandising Assn. to enlist the automatic vending trade in Community Chest drives seems to be a realization of the ideal in public relations that has long been sought. The cause is not only local but national in the general appeals and it also has so many practical phases. The objectives and the practical ways in which operators can take part means that not a vending machine operator in the country should fail to enroll.

• The Washington Music Guild bulletin says that every automatic phonograph should carry a recording of *Juke Box Annie*, says it can be a successor to *Music, Music, Music*. "It advertises our business," the bulletin adds, "and every time a nickel is put into the slot we get a commercial." The music trade can take real pride in the fact that such records are coming onto the market and that a first one of the type is being followed by other good ones. It's a form of boost for automatic phonographs that operators themselves could not have financed in the first place, but now is available for purchase in the regular buying of records for machines. If the popular appeal and quality holds up, like these two records, music operators can be thrice happy.

Call
PR. 7351
For Coin-operated Equipment, Parts and Supplies
Paul A. Laymon, Inc.
DISTRIBUTOR
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Los Angeles 15

Mr. Employer:

Why do you not give your employees the consideration they deserve, since it costs you nothing?

The 1% State Unemployment deduction that you take from their salaries and send to the State does not buy them as much unemployment Disability Benefit as you can obtain by purchasing a regular insurance plan with a Private Insurance Carrier.

This is not sales talk, but a fact—since the law provides that no private insurance company plan complies with the law unless it gives *better protection* than the state *at the same* cost.

The Association and Group Insurance Bureau will gladly assist you to make the change over *without* charge by telephoning them or dropping them a note at

ZEIGLER INS. AGENCY, Inc.
541 South Spring Street
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Michigan 0961
ALL INSURANCE and BOND LINES

The Economic Picture

A condensed report on business today and how present trends affect the Coin Machine Industry.

The verdict of business leaders seems pretty certain now that the first half of 1950 will show a much better level of prosperity than had been expected. Most of the reports available at this writing say the level of optimism among business leaders is high and has been improving steadily.

The reports of corporations and business firms for the first quarter of the year were a decided tonic. Profits are rising and dividends have flowed freely. Industrial activity has been gaining in most fields.

Some of the major firms in the coin machine trade have helped to swell the tide of favorable reports for the first part of the year. Automatic Canteen, ABC Vending Corp., Rowe Corp., Mills Industries, Wurlitzer and others issue financial reports that are published in financial papers and all have been good.

Automatic Canteen's report showed a drop in earnings but the report added that vendor sales have been gaining this year. Rowe revealed that its operating division in cigarettes had enjoyed excellent business, while the machine manufacturing end had not shown such good earnings. Mills and Wurlitzer have been advancing steadily in their financial position.

Operators should share in this general optimism but most of them that report to THE REVIEW still say the costs of doing business take the joy out of the high level of earnings, and high prices on everything are still a discouragement. The operating level is high but costs are also high.

The general business picture at present seems to hang on the following major factors:

1. Corporations generally have plenty of working capital and are not having to borrow to expand; many industries also have good backlogs of orders.

2. The price level holds high and stable. This is a debatable point, of course.

3. Government money is widely spread to industry, business firms and farmers. This is a highly debatable point, also.

4. Banks, insurance companies and the government are beginning to provide loans to small firms somewhat on the basis that big firms can get loans. This is the most constructive move in the whole business picture and thinking people wonder why banks and insurance companies waited so many years.

There are some unanswerable questions in the general picture:

1. There is no way to tell what defense spending and war talk is doing to the people and to business in general. At present, it seems to be a mighty support to maintaining prosperity.

2. The price level is high and is rising again. The people are divided on this point.

3. Production capacity of the nation's industries and factories is greater than present output and the total level of employment is not gaining as fast as population.

These big questions come home to operators in many ways but time seems to be the only thing that will bring an answer.

A review of some of the many reports on the economic picture follows:

AUTOMOBILES—Here, the reports continue to be very favorable, in spite of the Chrysler and other strikes and the return of gray market prices on some cars. Production and registration reports show good increases from month to month. The general outlook is promising.

Rubber gets higher and tire prices also advance; rubber recently reached a postwar high in foreign supply centers. As suggested in this column last month, gasoline prices have a rising trend; the big oil companies say their costs continue to rise so gasoline prices are increased. Gas stations report increased sales this year compared with last year.

BUSINESS FIRMS — Business failures hit a postwar high in March but the rate was still little more than half the rate in 1939; more recent reports suggest that the rate of failures has dropped off. Retail store failures, including drug stores, seem to be leading in the failure trend. Regionally, the rate of failures in March was highest in the Rocky Mountain and Pacific Coast states.

CREDIT—The volume of debate on this subject seems to have dropped off in the last month. The moves of banks and insurance companies to offer more favorable loans to small firms is considered important and will lead to better credit terms in many lines of business, even reaching the coin machine business. Retail stores are

Runzel

PUSHBACK WIRE 18 OR 20 STRANDED

NOW AVAILABLE IN

90

COLOR COMBINATIONS

This wide variety of color combinations meets any requirement of wiring harness known to the coin and vending machine industry. Cuts production costs . . . Simplifies wiring diagrams . . . Facilitates field repairs . . . Insures positive accuracy . . . Saves time.

Service organizations and distributors are invited to write for complete information as to how they may better serve their trade by furnishing them with RUNZEL quality wire.

Immediate delivery from stock

MANUFACTURERS . . . our facilities for building wiring harness to meet your specifications is unexcelled. Some of the world's largest manufacturers of coin and vending machines are our customers. We also maintain an expert staff of engineers and harness designers for best results in your equipment. Send blueprints and specifications.

We specialize in Telephone cords, wire and cable. Inter-Com cable requirements solicited.

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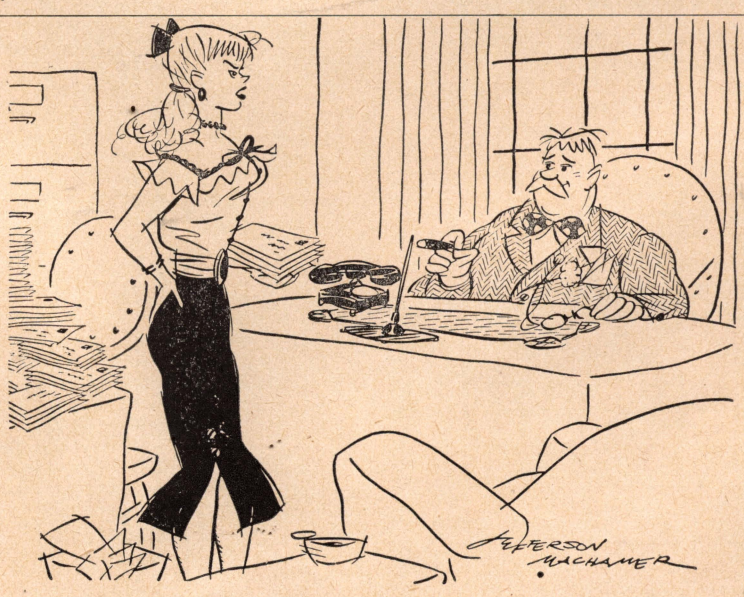

"It smacks of economy -- giving me 300 stamps to lick, then asking me to lunch!"

beginning to report slower payments on installment sales. Sales of TV sets and autos swell the credit volume.

CONSTRUCTION—The government has moved to boost an already high level of business in the construction field. If new building held up business in 1949, it will certainly add more props than ever in 1950. Home building is boosting the price of many materials and there is little hope now for cheaper materials to make coin machines this year.

Operators are most interested in new business building. For the first four months of this year the rate in this field was 30 per cent behind the like period in 1949. But the fact that business optimism has improved this year is beginning to show in new business building plans; most recent reports show that new factories and stores will begin to go up. New business building is expected to show up better in the last half of the year. Banks report that construction loans which had dropped considerably are now making good gains.

CROP REPORTS—From now until September crop reports grow more important. The earlier reports for the year were unfavorable and started commodity prices to rising; the farm price level rose by 2 per cent from March 15 to April 15. The latest reports available for this review show a general improvement and the outlook is still for bumper crops on most items.

EMPLOYMENT—Official reports revealed good improvement in the total employment picture during March and April; the postwar high for the unemployment total was apparently reached in February of this year. The increases in business activity now being reported should continue to improve the employment picture for some months; however, July and the summer lull is just ahead. The building boom is given credit for leading the gains made early in the year and this boom promises to gain during the year.

It must be kept in mind all the while, of course, that total employment is not making gains in keeping with population gains and the greatly increased production capacity of the country. Industries now close down rather than over-produce and this becomes a real problem in the employment picture.

EXPORTS—The year started off with exports at a new low, but recent reports from such countries as South Africa, Canada and some South American countries promise more export trade as the year goes on.

GOVERNMENT MONEY—The new shot in the arm of government money for the building boom, and what the building boom is doing for business, adds more debate on the subject of government money and how far a nation can go in using it. Much of the debate in Congress also relates to boosting government money outlays for defense, and defense spending helps business.

INVENTORIES—Some authorities now say that a good part of our present business activity is due to building up of low inventories; inventories were generally low in March and increased buying is considered necessary for the next few months.

MATERIALS—As previously mentioned, the materials picture does not promise any cheaper materials for building coin machines this year. Some price drops on fabricated materials did occur in April but the building boom is expected to prevent any real declining trend in prices. Buyers reported price advances on 23 items in April against price reductions on 14 items. Still hard to get items are aluminum, copper, cellophane, some grades of lumber, and steel of course is generally on the critical list. However, the steel industry is fast catching up with demand; gray markets have been reported in steel, buyers paying 30 to 50 per cent above mill quotations.

PROFITS—The general trend in profits is considered more favorable than the last half of 1949. Dividend payments in March, reflecting profits to some extent, reached a high for any first-quarter period since 1941. It was the cash dividend reports early in the year that put more optimism into the picture.

PRODUCTION—Production activity was rising during March and April and into May. Manufacturers' new orders reached a postwar high in March; some firms report a backlog of orders to last well into the fall. The production level in April was running at only nine points below the postwar high reached in October and November of 1948. One reporting agency said "a substantial pickup in April, with orders and production outrunning the booming period of last August and September" has occurred.

PRICES—The high price level holds and at the present time is creeping upward. Unfavorable farm weather early in the year and the building boom seem to be the major causes of any tendency to increase prices. All manufacturing industries report that costs still rise, with the exception of a few trades that have new automatic machinery. Food prices edged slightly upward in March, although still below last year. Futures trading on commodities shows rising prices. One reliable prediction is that prices will creep up during the year but there will be no real upsurge. The commodity price level is now 10 per cent below the high postwar level in 1948.

RETAIL TRADE—Trade leaders report

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Imagine the profit possibilities! Patrons go for the fast, exciting, no-waiting puck-rebound action. Location-owners applaud the extra receipts SHUFFLE-CHAMP brings in, and operators love the lasting appeal of a game that has lasting, exciting interest.

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some recovery from the discouragement about low Easter trade.

SURVEYS—The important U. S. Census of Business for 1948 is turning out some data on locations and different territories. The 1948 census is different from the 1947 Census of Manufacturers and will probably be of more direct interest to operators. The first state report, probably a western state, is due in June and all the state reports should be out by September 1. County reports are also coming.

TAXES — Things began to happen in May. At the moment, the most interesting report is that the House Ways and Means Committee had suggested relieving 1-cent play counter games from the federal excise tax; the other taxes on coin machines seem likely to stand.

WAR AND DEFENSE—It is not easy to tell what the defense and war talk is doing to the people. The writer attended a meeting at which people were told that they must prepare for "the killing of 50 to 60 million people in one day." This information came from officials who are stirring up the people to prepare for civilian defense. Polls among business leaders and the public have shown a greater fear of war than would be expected. Switzerland has recently told housewives to stock up on food for an emergency; they did this just four months before World War II started.

It is impossible to tell how much of all this talk is to get Congress to approve defense money and to spur business prosperity, and how much is based on real danger. The people are tired of high taxes and they don't know what to believe. It appears to this writer that there is a steadily rising tide of jitters and nervousness among the people.

Maybe that survey by the National Tea Council which points out 1950 as the year of the beginning of the "Under Pressure Age" or year of the jitters will make history.

Move Provides Parking Lot

CINCINNATI — Southern Automatic Music Co., AMI distributor, has moved from its former Seventh Street location to Court and Broadway. Having purchased the site and improved the building inside and out, a parking lot for customers will be added.

CMI Plans Biggest Show In Long History

CHICAGO—As plans for the big June convention, under the auspices of Coin Machine Institute, drew near the final week the convention management put increasing stress on the fact that operators could be assured of seeing something really new. This was due to the fact, especially, that more than nine firms that had never before exhibited at a coin machine convention would display at the Stevens Hotel.

A long list of manufacturers of all types of coin machines have engaged display space at the convention, to be held at the Stevens Hotel here, June 26-28. The immense exhibit floor space of the Stevens will make it convenient for operators to see the displays to best advantage, CMI officials also suggested.

Dave Gottlieb, CMI show chairman and veteran director of nine previous CMI shows, declared that the number of new exhibitors indicates the continued growth of the coin machine business.

"Firms in the past", he declared, "have always used the CMI show with great success to introduce new products to the trade. This year the number will probably set a record.

"The type of show and convention being presented by CMI this year is expected to attract other firms which have never before exhibited at CMI's annual coin machine show."

The CMI show committee under Gottlieb's chairmanship has met weekly to handle the assignment of space, work out the convention program and set up giant entertainment, recreational and sightseeing programs for the wives and children, whom it is indicated will accompany their husbands to Chicago for a summer vacation.

"We are stressing features for the wives and kids", Gottlieb said, "because the operators by a vote of 10 to 1 picked the June show date so they could plan a vacation trip with their wives and families."

John Pickering, public relations director for CMI, in an informal talk mentioned some of the many features that will greet operators this year at the convention. Among other things, he said:

"The site of this year's show is, as you know, in the Exhibition Hall of the Stevens Hotel, which is air conditioned, has a separate entrance and lobby and which will put the entire show into one room. This will be the largest space ever devoted to a coin machine show. The old arrangements in conventions CMI has held in the past were never considered satisfactory because of the congestion and confusion in registration and also on the exhibit floor.

"At the Stevens, because there is a large lobby served by separate entrance stairways, there will be no confusion in registration and the whole process will be more orderly and will result in fewer gripes.

"The June date was selected after CMI had polled more than 10,000 operators, asking for their preference on show dates, namely whether they prefer the old January date, or, if they prefer one early in the summer after school was out.

"These operators, in a vote of ten to one, indicated the June date and almost all indicated a desire to bring their families, which is something new in coin machine shows.

"There will be a tremendous program for the wives and children, and when they register, they will be given a long list of activities and asked to indicate in which they are interested.

"These will include fashion shows, trips to the famous Brookfield and Lincoln Park Zoos for the kids, where they will see the most famous gorilla in the world, Bushman, endless sight-seeing tours of every description, including boat rides on Lake Michigan, tickets to all of the radio shows which go on a national hookup, and of course there will be tickets available for everyone for the baseball game here at that time.

"The most experienced agency in Chicago has been engaged to take full charge of this program for the wives and kids.

"You will quickly, of course, realize that family appeal is a new one for a coin

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  Puck rebounds right into player's hand
- **SUPER-SPEEDY TOTALIZER**
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  Scores exactly like official bowling

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machine show. Our directors are determined to lift the dignity of the amusement industry, which is one of the reasons for the family appeal.

"As you know, this will be the first CMI Show in history to ban the exhibition of any coin-operated gambling device, which is in line with the unanimous policy and decision made by the Board of Directors of this Assn. As a result of this policy, there will be at least ten and possibly fifteen firms who will show their products at a CMI Show for the first time. It undoubtedly will be the most comprehensive exhibition of coin-operated equipment (other than gambling devices) which has ever been offered by this industry.

"Some of the new things which will be seen at the Show will be frozen fruits, coin-operated heating lamps, coin-operated air conditioners for hotel rooms, a vended package for cigarette lighters, and the Yale and Towne Manufacturing Co., who are showing for the first time a surprise, which they will not even let us in on at this time.

"There will unquestionably be any number of new amusement games due to the fact that the rate and terrific run at the coin-operated bowling alleys appears to be nearing its end, and the manufacturers of those games can be expected to come up with some new ideas. All of the large record companies will, of course, be represented.

"Operators are sufficiently familiar with the shows in the past to be able to visualize the general type of exhibitor, and as to the amount of booths to be engaged, there is every indication now that this show will set an all-time record."

Laymon Scores With Bally Shuffle-Champ

LOS ANGELES—Shuffle-Champ, new rebound shuffle bowling game recently introduced by Bally, gives the player an extra scoring opportunity not found in other types of shuffle bowling games, according to Paul A. Laymon, Bally distributor, who reports exceptional interest in this latest Bally offering.

Laymon explained, that in addition to stepped up, game-a-minute play, and all the other features for which Bally shuffle bowlers have been known, Shuffle-Champ allows the player to pick up the 4, 7-6, 10 railroad. "And," says Paul, "Shuffle-Champ is the only game of its kind on which this railroad can be picked up."

The Laymons, Lucille and Paul, trained out on May 19th for the ACMMA Show at the Chicago Hotel Sherman on May 22-24. They expect to pick up a new Cadillac in Chicago and return West via the northern states.

Nobro Moves

SAN FRANCISCO—Nobro Novelty has moved its offices and showrooms to new quarters at 538 Bryant Street.

Spokesmen For Trade Blast Johnson Bill At Hearing

WASHINGTON — The crime investigations movement, which produced the Preston and Johnson bills with proposed bans on sale and transportation of gaming devices, started a new phase May 11 with the five-man special Senate committee headed by Senator Kefauver (Tenn.) designating subcommittees to continue investigations of various phases of crime.

The Senate Commerce Committee had previously collected information on racing-news distribution and on gambling and hearings began April 5 to attract attention. The continuance of the investigations by the Senate is further proof of the momentum that is back of the movement, and echoes of the investigation are sure to continue into the fall campaigns.

The amusement games trade was especially interested in the hearings held by the House Interstate Commerce Committee, beginning late in April and including testimony of representatives of the games trade on May 5 in Washington.

The Senate had rushed action somewhat on the so-called crimes hearings and bills, but the House committee showed a definite inclination to take more time and to give those opposed to the bills, or parts of them, a chance to speak. It was also clearly indicated that the House committee would insist on some amendments to the Johnson bill, or any final bill, that would at least clarify the definition of what is a gambling device.

1. Congressmen at the hearing seemed to show an inclination to follow the definitions used in the Internal Revenue code in collecting the $10 tax on amusement games and the $100 tax on gaming devices.

2. Representatives of the carnival and show business and the toy trade appeared before the committee, urging more specific definitions so that carnival games, etc., would be omitted from the gaming device definition. The idea would be to make the new law apply specifically to coin-operated devices, they urged. An attorney for the show business submitted a proposed definition.

3. Some Congressmen pointed out objections to the broad definition in the Johnson bill, or raised questions to show how it might apply where not intended. A Congressman from Nevada urged the committee to be sure that the bill would not interfere with legalized gambling in states like Nevada and that it would not interfere with buying of equipment.

4. Herb Jones (Bally Mfg. Co.), president of American Coin Machine Manufacturers Assn., answered questions from committee members and also presented a prepared statement suggesting that regulation of such matters as gaming devices be left to state and local governments as it is now. He said the proposed law would also reduce employment in factories making the devices, would increase the cost of enforcement and would deprive the government of revenue.

George Jenkins, Bally Mfg. Co., presented a prepared statement of objections to the broad definitions in the Johnson bill and also pointing out weaknesses in the plan to ship devices to states that legalize gambling.

Attorney Raymond Schultz also spoke for manufacturers of devices and used the case of Mills Industries which manufactures vendors and bells. He urged a better definition of gaming devices than the one in the Johnson bill, also that a real probe of all gambling be made before bells are banned. He said if a complete investigation shows that bells should be banned, the Mills firm would support it.

5. Dudley Ruttenberg and John Pickering spoke for Coin Machine Institute. This organization supported the idea of using the Internal Revenue code as a basis for definition of gaming devices, urged that a section be inserted in the bill to specifically exclude bowling alleys, pin ball machines, target machines, etc. Pickering reported that no present members of CMI manufacture bell machines.

6. O. D. Jennings, O. D. Jennings & Co., spoke as a manufacturer of vending machines, games and gambling devices and opposed the Johnson bill as unnecessary and unreasonable. He said no national syndicate exists in operating gaming devices.

The subject of salesboards was introduced into the hearings by a spokesman for the Federal Trade Commission, asking that such boards be included in the bill to ban gaming devices.

Pittsburgh Coinman Dies

PITTSBURGH, Pa.—Funeral services for Louis G. Popkins, 52, owner of the Pittsburgh Coin Machine Exchange, were held April 13. Popkins died of a heart attack the previous day in his place of business at 2203 Fifth Avenue.

A resident of Pittsburgh for 50 years, he had been in the coin machine business for the past 20 years.

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Background Ideas In the Fight on Johnson Bill

When asked what would be good causes for which THE REVIEW could fight for in behalf of operators, a great variety of objectives were suggested as published in the April issue, page 18.

Taxes were suggested by many operators, as would be expected. Many suggested that THE REVIEW should fight for a better reputation for the Industry. Some suggested a specific fight for the repeal of federal excise taxes, which was a timely objective.

But while Congress was getting around to the excise tax question, a still more serious fight was being forced upon the amusement games trade. The first signs that such a fight was in the offing seemed to appear in newspapers in January when a meeting of representatives of about 14 prominent dailies met in Chicago and planned a drive against so-called racing news services.

This finally led up to the Johnson Bill in the U. S. Senate and the widely publicised hearings that developed around it. The bill and the movements that led up to it proposed a real fight, and whatever decisions may be reached during the present month, the issues at stake are likely to be a cause of a fight that appears again and again.

While some of the issues at stake are too touchy for a trade paper to consider, there are many factors in the background that should be considered by operators of coin devices whether they use so-called gaming devices or not.

1. As published in earlier issues of THE REVIEW this year, the whole situation had the usual competition of the big daily newspapers with the so-called racing news services that cater to bookies. This has been frankly admitted by some publishers and the competition has been growing for years. The publishing of racing news and bets has long been profitable for standard, reputable newspapers, and everybody knows full well that it greatly encourages gambling on the races.

2. As stated by the *New Orleans Item* recently, bookies have been cutting in on legal betting at the race tracks for some years "and have killed legal races." This competition of the bookies has evidently become very serious to the big race tracks and their complaints may have inspired the original moves by such agencies as the FBI, the Justice Dept. and Congressional committees.

3. As has happened many times in the past, when heat is about to be turned on gambling on the races, their supporters stir up some other gambling issue to get the public attention. This has happened time and time again and for many years the goat has usually been the "slot machine."

4. But the present national situation seems to have developed from a different twist and "slot machines" have been dragged in more as an incidental issue, because some of the big names in the racing news business and bookie betting have long been linked also with "slot machines."

The present fight seems definitely to have originated in the stiff competition between the race tracks and their legalized gambling and the bookies with their illegal gambling.

5. To get at the bookies meant getting at their sources of betting news — the racing news services, and the people who control them. And this is where the fight began to get into deep water.

To get at the racing news services meant also that the racing news of the average newspaper would be quickly called in question, and that is why newspapers apparently early formed a group to get into action at the beginning. One of the bills in Congress has proposed to ban gambling news from the mails, and the *New Orleans Item* has voluntarily offered to quit publishing out-of-state racing news if other papers would do the same.

The matter of gambling news in the mails began to get hot sometime earlier when some local postal authorities in certain states decided to follow the letter of the law and ban papers with lottery news. Some real fights on this issue had developed behind the scenes and were naturally kept quiet. But the newspapers could see what might happen if the issue became national. The question of the mails and racing news has been brewing for many, many years and is nothing new—except that a lot of fire had gathered at this time.

6. It must be kept in mind that the Justice Dept. and FBI, in their investigations of rackets and big-time crime over the country have in many ways, and in many cities, for many years been coming into contact with trails that included some of the so-called "slot machine czars." This fact has been well-known for many years by anybody who followed the reports that were issued from time to time.

Whether men like J. Edgar Hoover and others in high offices really want to destroy the "slot machine industry," or simply want to get at those "big names" they consider as leaders in rackets of one kind and another, frankly it is hard to tell.

7. Whatever be the real motives behind the present crusade, the facts are known that bookie gambling pays much more than the "slot machine racket," but to get at the bookies always comes back to the fact that newspapers also supply racing news. And politicians and men in public office can't buck the newspapers.

8. So, the time-tested method of finding a scapegoat may once again hit on "slot

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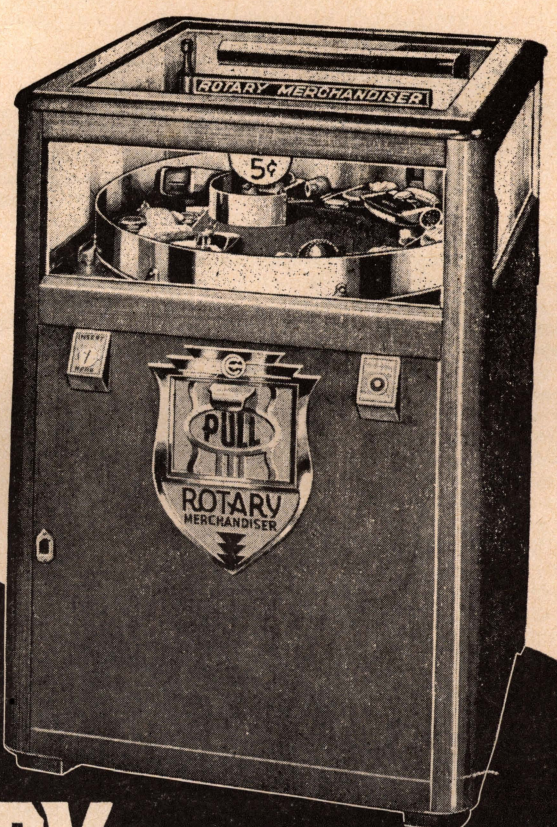

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machines" as the key to the evils of the day as the easiest way out.

9. It must be recognized in the present situation that there has been some keen rivalry for publicity and also campaign ammunition. It has been evident that some Congressmen would like to use "slot machines" or some similar issue in the coming campaign to avoid dealing with more vital issues. There has been rivalry between committees in the Senate and House to investigate the issues.

Many state and local politicians for years have known the advantages of using gambling and "slot machines" as campaign issues, and the idea may also work well in national circles. There is even a good supply of "pin ball politicians" over the country who know how to get publicity from this type of amusement.

10. In minor instances pin ball games have been mentioned in the fracas that has developed, one well-known columnist having mentioned them early as a part of the total picture. But up to the time of this review, little publicity had developed on the games and it must be admitted also that the subject of "slot machines" has not been heralded as widely as it could have been. Many newspapers were fairly modest on the subject, simply reporting on the hearings before the committees in Washington.

Magazines like *Collier's*, of course, have different objectives than newspapers in the present situation.

11. So, the present fight may be a real one that brings to the fore the big competition between legalized gambling at the tracks and bookie gambling. The racing interests apparently feel that the bookies have cut into race track bets in a big way.

The racing people might come around to the idea that the best way to meet the illegal competition of the bookies is to legalize them also.

It seems to be coincidence that newspapers and "slot machines" have been dragged into this bitter competitive fight betwen pari-mutuels and the bookies.

The writer listened to a radio commentator during the Kentucky Derby, commenting on the wide-open gambling that prevailed in Louisville at the time—roulette, dice tables, and all—and he said the people who want to gamble will insist on placing bets with the bookies, so why not tax them and get some revenue out of it.

This may be what Louisville newspapers are going to say as to the best way out of a tough situation. Would the "slot machine racketeers" oppose legalized bookies?

Business Idea For June

No better suggestion has ever been made for operators—and it applies to people in many lines of business—than that of combining business and pleasure in travels during the summer months by observing the operations of other people in the same business in different sections of the country. Operators travel more in the summer, as do other people. Observe what other operators do who operate the same type of machines as you do. Investigate the placing and operation of machines that you do not now operate; maybe you will decide on expansion into other fields and the best way to get onto these new fields is to visit other towns and see what other enterprising operators are doing.

The three summer months mean opportunity to learn by seeing how others do things, and the best operator in the land can gather new ideas in this way.

Association Reports . . .

LOS ANGELES — The Cigarette Merchandisers Assn. of Southern California has opened headquarters at 1211 W. Olympic Blvd., with E. G. Chandler as executive director. Other officers are Edw. Stanton, General Vendors, president; Nick Carter, Model Service, 1st vice-pres.; Robert Day, Bob's Cigarette Service, 2nd vice-pres.; Arch C. Riddell, Harmony Cigarette Service, sec'y-treas.

OAKLAND, Calif.—The Music Operators of America announced a code of ethics and also its officers and board of directors. The list of officers has six names and 37 names appear on the board.

The California Music Guild recently donated its 53rd phonograph given for charitable uses, the latest gift being shipped to Okinawa.

MITCHELL, S. D.—The South Dakota Phonograph Assn. held its spring meeting here, a 2-day session April 30 and May 1. One candidate for governor and an opponent were heard. The group discussed a proposed license bill which may be introduced in the Legislature later this year.

PHILADELPHIA—The Automatic Cigarette Vendors' Assn. of Eastern Pa. is studying plans for insurance coverage of all its members, due to a wave of robberies that have occurred recently. Members carry insurance now but it is felt the association can secure a general coverage plan at a saving to the membership.

CINCINNATI — The Automatic Phonograph Owners Assn. re-elected Charles Kanter as president; also re-elected Nat Bartfield as vice-president and Phil Ostend as secretary-treasurer. New members added to the board were Fred Engel, Abe Villinsky, William Strout and John Toney.

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Legal Trends . . .

WASHINGTON — Tentative action on excise taxes by the House Ways and Means Committee retained the federal tax on amusement games and gaming devices but promised exemption for the penny counter devices. The tentative report was quickly changed in some respects after it was made but the above action on coin machines is expected to stand in the final bill, predictions being that the bill might be passed by July 1. But such speedy action has never happened before. The final bill is expected to be ready by the time this issue reaches our readers.

CHICAGO—The police department began an investigation of charges by music operators that payoffs had to be made to an official of the electrical union which services music boxes in the city. Operators said that during the last ten years they have had to make payoffs, sometimes as much as $1.50 monthly on each machine, and since Jan. 1 the fee has been $1—according to newspaper reports of the situation. Officials of the operators' association were questioned at the beginning and they offered full cooperation in the investigation.

RIVER FOREST, Ill.—A music operator moved for an injunction against a city ban on music boxes passed last Oct. 17. The operator pleaded that music boxes do not injure public health, morals or safety, that music has been a boon to mankind for 6,000 years, that he had never furnished any music that could be classed as evil or harmful.

SACRAMENTO, Calif.—While the federal investigation of gambling was much in the papers two bills were signed into law in California. Peace officers are empowered to seize gaming devices "anywhere and at any time" and to arrest owners and operators.

SPRINGFIELD, Mass. — A new city board of selectmen voted unanimously to license pin ball and similar games under the state law passed last year; the former board had voted against issuing licenses.

COLORADO SPRINGS—The city has a new license ordinance which assesses a $300 annual fee on operators of games and music boxes; locations that have only one game or music box pay $15 per year, and locations having two or three machines pay $30 per machine annually.

WASHINGTON—The legal spotlight remains decidedly on the federal actions taking place here, which began with Senate hearings April 5 and reached a high level of interest for the Industry when leaders in the coin machine trade and also Congressmen opposed to the Johnson and Preston bills, or parts of them, were heard by the House Interstate Commerce Committee.

Locations Hold Trade Level

WASHINGTON—The Dept. of Commerce report on trade in various types of locations for the first three months of 1950 gives the official verdict that store trade generally in March was up about 4 per cent above the same period in 1949. Changes taking place, up or down, were proving to be very small but the total in March did show a slight drop from the February level.

For the first three months drug stores were about on a level with a year ago; eating and drinking places were just below a year ago and March trade dropped below February; filling stations are showing small gains but March trade dropped below February; grocery stores are showing small gains.

The NATION'S CAPITOL

HOUSE SLOWS JOHNSON BILL . . . MUST BE FEWER COIN MACHINES . . . EXCISE TAX BILL CREEPS AHEAD . . . CANDY BARS MADE GOOD START

Reported by R. S. RAMSEY

Johnson Bill Slowed

About the only thing that appears likely to keep the Justice Department anti-bell machine bill from being enacted in some form is the possibility of its being lost in a late-session logjam of bills. After hearing a long line of witnesses from the Coin Machine Industry, other affected industries and Government, the House Interstate Commerce Committee was still in favor of a bill that would ban shipment of gaming machines to all except a handful of states where they are legal. It was generally agreed that the bill introduced by Senator Edwin C. Johnson and Rep. Prince Preston is unworkable in the form passed by the Senate.

Justice Department, which sponsored the Johnson bill at the request of the Attorney General's Crime Conference was obviously surprised that the House group went so thoroughly into the bill after it had breezed through the Senate without a dissenting voice being raised. Justice's representative at the hearings appeared unprepared to answer many questions that the committee members tossed at him concerning various parts of the bill.

If the bill is amended by the committee, it will have to be sent back to the Senate—assuming it is passed by the House. The Senate will then either concur in House amendments or send the whole bill to a joint conference of Senate Interstate and House Interstate members to work out a compromise. In the latter event, the bill as patched up by the conference will have to be approved by both houses of Congress.

Excise Cuts Drag

Excise tax cuts are still a long way from reality, with the time remaining before the end of the current session rapidly running out. The tax bill may possibly be past the House by the time this issue of The Review reaches subscribers, but the bill would still have the Senate Finance Committee and the Senate, plus the customary House-Senate conference, still in front of it. In tentative votes, the House Ways and Means Committee ran literally amuck in whacking excises, with the total annual loss in revenue around the billion-dollar mark.

Though voting for heavy cuts in most excises, the committee made only a feeble bow in the direction of the Coin Machine Industry. Nixing any cuts in the $10 amusement game tax or the $100 gaming device tax, the group did vote to exempt penny games from the amusement device tax.

The potential loss of funds embodied in the committee proposals makes it probable that President Truman will veto the tax bill unless the totals have been whittled down by the time he receives it. A veto can probably be over-ridden, but if the President receives the bill during the last couple of weeks before adjournment, he could give it the pocket veto treatment and there would be no chance to pass it over such a veto. Ordinarily, a bill not signed by the President becomes law automatically ten days after he receives it. However, if adjournment takes place during that period, a bill not receiving the signature dies.

Social Security Promised

Operators can figure on going under social security the first of next year in accordance with the self-employed provisions of the omnibus social security law amendments headed for Senate approval soon. The House okayed coverage for most self-employed persons last fall; the Senate Finance Committee did the same recently. The self-employed will pay 2¼% of the first $3,000 of their annual incomes. Mechanics of collecting the bite are left up to the Internal Revenue Bureau, which will probably fix things so the sum will be collected along with the annual income tax report and payment. Along with paying the tax, operators will come in for all of the benefits of the old-age and survivors insurance plan, which is greatly liberalized under the omnibus bill.

Less Revenue

The only conclusion that can be drawn from the Internal Revenue Bureau's monthly reports on receipts from the coin machine tax is that there are fewer machines in operation than there were a year ago. The report for March, the latest available, shows that collections totaled $218,657 as compared with $229,893 in March, 1949. For the 1950 fiscal year through March (nine months), totals were $17,440,547—a decline of $857,796 from the same period in the 1949 fiscal year.

According to CMI's John Pickering, the next big development in the coin machine field may be the full-length bowling alley. Pickering mentioned briefly during the Johnson bill hearing that several manufacturers are working on the device. It appears that a completely mechanical bowling alley controlled by a coin would bring about savings through reducing the number of floor attendants required and eliminating pin boys. Once such a device gets on the market, it will pose a nice headache for the Internal Revenue Bureau which is likely to have trouble in deciding whether to levy the $10 amusement device tax or the $20 bowling alley levy.

Phonograph records will be really wedded to a three-speed future for some time to come if David Sarnoff, head of RCA (Victor) is correct in predicting that Columbia will add a 45 line. During television hearings before Federal Communications Commission, Sarnoff flatly predicted that Columbia would "soon" be making 45's and challenged CBS witnesses to contradict him. They failed to do so. Sarnoff claimed that the 45 is far superior to both the standard 78 and the Columbia pet, the 33⅓.

Candy sales by manufacturers picked up 8% in dollar value in March over the preceding month but ran 3% behind March, 1949, according to Census Bureau which makes a monthly survey in conjunction with the National Confectioners Assn. Sales of candy bars by the pound were about the same as for March a year ago, but sliding prices brought the dollar value down. For the first three months of this year, 204,422,000 pounds of bars worth $69,153,000 were sold as compared with 194,048,000 pounds worth $76,022,000 for the same 1949 period.

* * *

In a move toward consolidation, the Washington Coin Machine Assn. has been dissolved, with its members being absorbed into the Washington Music Guild. With 45 music machine operators and 20 pin ball operators in the fold, WMG claims 90% of all legal coin operated equipment in the nation's capital area is controlled by its members. Hirsh de La Viez, who headed the old WMG, was elected to continue as president at a special election held because of the consolidation. Named vice-president in charge of amusement games was Ira

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Byram, while Leonard Abrams was selected as vice-president in charge of music boxes. Elected secretary was John Cokinos; treasurer, Evan Griffith; and sergeant-at-arms, Myron Loewinger. Also chosen were 12 members of the WMG board of directors. Dues were set at $10 monthly, plus 25 cents per machine operated. The group voted to suspend the $100 initiation fee until July 1. In a letter to the game operators, de La Viez welcomed them into the Guild and urged them to help maintain the excellent public relations enjoyed by WMG. "The eyes of our community are upon you," he said.

Free-Play Question Raised

SEATTLE—A legal question on the subject of free plays arose when the City Council was considering a new pin ball license ordinance. The new ordinance would prohibit cash payoffs, hence the following technical question:

"If a player tires of one machine, can he get coins for the free games he has won in order to play another machine?"

The issue came into court when a location allegedly paid a player the sum of $4.80 for 96 free games. The location called the money "ammunition" in order to play another machine.

Adv. Partners Separate

NEW YORK — Ben Smith and Perry Wachtel, long known to the trade as partners in the DePerri Advertising agency, have dissolved their partnership. Wachtel has opened an office at 141 West 44th St. and Smith has opened under his own name at 41 East 41st St. They will continue to offer advertising services to the coin machine trade in their separate firms.

Writes Senator On Tax

Honorable Edwin C. Johnson,
Senator from Colorado,
Washington, D. C.

Dear Senator: We have been engaged in the sale of amusement and vending machines (legal) since 1926, in Denver.

When the $10 per year excise tax was imposed on penny amusement machines, the operators were practically put out of business.

Some cities and towns impose a $5 to $12.50 tax on the penny machines. This, added to the $10 federal tax, makes it impossible for the operators to make a profit. Consequently, their machines are sold at a fraction of the cost, or stored away to rust and finally become worthless.

I believe that you will agree with me that a $10 tax on a used machine which originally sold for up to $100, is unjust, when the same tax is imposed on other machines costing $1,000 or more and have from 10 to 20 receptacles for nickels, dimes and quarters.

No doubt, you know many lawyers, doctors and other professional men who in the past have helped pay their way through college by operating penny machines.

I am sure that you can see the injustice of taxing penny machines the same as nickel, dime or quarter machines, and will vote to exempt this tax on penny machines and give the little fellow a chance to make a profit.

Star Vending Machine Co., Denver 9, Colo.
By L. B. Anderson.

Column Devoted To Jennings

WASHINGTON — Newspaper columnist Frederick Othman devoted one of his daily columns entirely to the testimony and comment of O. D. Jennings (O. D. Jennings & Co.) before the House Interstate Commerce Committee hearing on the Johnson bill.

The columnist described Jennings as "the 87-year-old king of the one-armed bandits" and made humorous comment on the fact that Jennings appeared at the hearing with his right arm in a sling. The columnist said Jennings laughingly denied that he got the crippled right arm by playing one of his own machines.

The columnist said Jennings had been making slot machines for 44 years, is one of the nation's rich men as a result, that he manufactures about 8,000 bell machines a year. Jennings said that 80 per cent of his machines are sold to clubs, fraternal and church clubs, etc., the columnist reported.

Record Decline Chiefly In 78 Rpm.

NEW YORK—If the federal revenue reports be taken as an index, sales of phonograph records are still down. The official March report showed a revenue total on records of $597,527 which was below the March 1949 total of $767,888.

Political predictions are current that the new federal tax bill should be law by July 1, or practically so. The trend in the various excise amendments was widely publicised when the House Ways and Means Committee released its tentative report. Some quick changes were then made in short order but the general trend became apparent.

Record dealers in Chicago and Philadelphia, where alert retail organizations exist, report that record sales are definitely on the low side; some report sales of the standard 78 discs off by 50 per cent. This may lend much encouragement to the moves of some of the major disc makers to deal directly with operators, or through their trade associations.

Operators should keep in mind that real advances are being made in the new speeds, with the 45 rpm seeming to be making most headway, and that the new plastic recordings open up the way for decided advances in the pressing of records—and eventual price reductions.

Guild Score Sheets Praised

NEWARK, N. J.—D. M. Steinberg, executive director of the Music Guild of America, reported details of the success of the play score sheets used by the association at its quarterly dinner and meeting here. The group chose Humbert Betti, an operator of Union City, as vice-president to fill the vacancy left by Jack Roberts, who resigned after selling his phonograph route. Sam Waldor is president of the organization.

Offers New Record Service

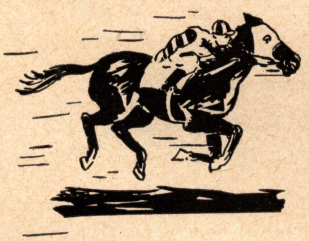
DETROIT—A record service business for music operators has been opened here by Harry White, to be known as the White Record Co. The store will make a service charge of five cents per record above the wholesale price to operators. Used records will also be purchased from operators and the store will be open evenings for more complete service to the trade.

Vendall Co. Reorganizes

CHICAGO—The Vendall Co., manufacturing firm, has been reorganized with a new capital setup. A. Garrick Alex remains as president and B. E. Hall, president of Belvend Manufacturing Co., Inc., is chairman of the board.

Vendall continues to produce its vending mechanism and is improving the cabinet design by making it a console type. The Belvend firm will act as national distributor of the Vendall machines.

THE REVIEW IS THE WINNER IN THE MONTHLY FIELD



• You can't crash the winner's circle in the Coin Machine Industry by dashing off in all directions at once and placing your ad copy in any—and all—publications. Or by horsing around all over the map. Or by trying to back into the Top Drawer field of Blue Bloods.

• THE REVIEW leads in the monthly Coin Machine field. As "The Business Magazine of the Industry" it commands the respect and attention which gives your advertising a platinum setting. It's an odds on favorite among the BIG names in the Industry—those substantially able to patronize YOU!

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AUTOMATIC MUSIC

FOR DISCUSSION

"To hold annual meetings . . . so that operators from all parts of the nation can exchange views, ideas and discuss their problems in an intelligent manner with the manufacturers."

This is a point taken from the code or statement of policy issued by the Music Operators of America. It declares discussion to be one of the prime objectives of another national organization in the Industry. It also makes discussion one of the main reasons for its plan to hold national conventions.

The automatic vending field has already made a real success with its national conventions, during which discussion of operating problems and business ideas have been a big thing. MOA made a good start with its discussion idea at the first convention held this year in Chicago. It seems certain that music operators have a lot of problems and merchandising ideas which need to be discussed fully.

MOA announces it will operate as a democratic organization and free and open discussion is said to be a major part of all democratic groups.

As helpful as discussion of mutual problems may be, by people having similar business interests, the objective cannot be obtained without good leadership and careful planning. It is human nature that talk may tend to run wild. To promote and guide its discussion programs, NAMA uses lists of questions which have been gathered from operators and these have been of great value. THE REVIEW at intervals sends lists of questions to operators to get their opinions on certain matters.

It is an old tradition that the operating business is too much brawn and muscle to be talked about. But music operators have found themselves doing business in a modern business world that has many influences at work which affect their income. The postwar years have proved they can't just let things take care of themselves.

The automatic phonograph business has so many active state and local organizations, which have been training operators in the study and discussion of business problems for so many years, that MOA has a mighty good background for making its annual meetings of great interest and value. Its leaders are well trained in these organizations and have years of experience.

A trade paper is naturally much interested in discussions of trade matters and we hope that a lot of the discussions of music problems will overflow into the columns of THE REVIEW. This magazine will do all it can to help spread the good educational effects of discussions of business subjects helpful to music operators.

Some of the music organizations are also issuing bulletins which help to guide discussion. The Washington Music Guild, Music Guild of America and others are to be commended for the work going into their official bulletins.

Yes, these times have produced some real problems for music operators and they certainly need to exchange views, pool their merchandising ideas and thus help each operator to equip himself for improving his business in every possible way.

CALIFORNIA MUSIC GUILD

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GEORGE A. MILLER
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LEE SPEAR
Vice President
WM. A. MALICK
Secretary
VERDENE TOMLIN
Office Secretary and Treasurer

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Alternates:

BILL MALICK
SAM TESSLER

"Organized to protect and promote the welfare of the automatic phonograph industry

"The California Music Guild, formerly known as the California Music Operators Association, has served the operators in California for over sixteen years. This is a record in itself which speaks most highly for the capable leadership and the progress that the California Music Guild has made.

"If you are not a member of this organization, why aren't you? If you are a music operator, you need this association and this association needs you.

"We are interested in hearing from other state associations and will be happy to exchange ideas and suggestions at all times."

GEORGE A. MILLER, *State President*
128 EAST 14TH STREET, OAKLAND 6, CALIFORNIA

An Operator's Notebook

A Music Merchant Must Study Records

● There are many angles to the music selling game. In these times it is good business to sell location owners tactfully on the fact that machines and other things cost more; it will help when you come round to the need for getting commissions arranged in your favor. In the course of conversations with location owners, slip in remarks about the cost of machines, cost of records and other costs. Costs in other lines of business are high, in many they keep edging up, and the location man will know what you are talking about.

● Is there ever a condition that calls for edging another operator's machine out of a location? One operator of long experience says that either poor service or poor equipment, if allowed to run for long in place, is reason enough to offer your better service and better equipment.

● Don't overlook the hamburger eateries. Many of them run 24 hours a day which means many plays in that time. Play is up in these spots and in some areas they turn in $20 per week.

● Spend many hours each week in getting posted on music and records. Music is a field that an operator can study all his life and still find music likes and dislikes changing, still many new things to learn. The automatic music business is one business that an operator need not go into unless he expects to make a study of it. An operator must make it a rule to do a lot of studying each week in order to keep up with the records that are coming up in popularity. He can't let it all pass by for a week or two weeks and then expect to catch up. This music business moves fast.

● Like a good professional artist, know your audience in each location. This is something that requires work, time and a lot of study, too. It calls for spending time in the locations and especially to check on the traffic in the best paying hours. Location owners or a clerk often can be a good source of information in sizing up the crowds in each spot. In many cases they like to talk about people in a friendly way. Every person that comes into a place should be considered a prospective customer of yours. The operator should say to himself, "if my machines are clean, have something to attract, and a good selection of records, that person will play the machine."

● New machines get the good locations. In these days of competition, the man who owns a good business spot wants all equipment that goes into it to be new or in top shape. That is why he listens to the operator with a new phonograph. A phonograph should then hold its earning power for as much as two years in these times, before it is ready for the poorer locations.

● Adjustment of volume to suit the location is very important. Some good operators say this is the main object in their servicing program. Keep machines tuned to minimize surface noise from the records. This is good work in holding the location and it also is good public relations.

● Where to pick up information on good records, new records getting to be popular: listen to the radio, listen to the young folks gossip, listen to some of the requests made by locations, go to the movies, read the trade magazines. Some record dealers, or a clerk, are very helpful and very reliable in the information they will give to an operator.

● "I furnish an average of four new records each week for each location. Once a week I visit record firms and listen to the latest numbers. Not all of the 150 phonos on my route get the same new records each week but I do try to average changes that mean four records per machine each week."

● Watch the seasonal changes in music preferences of the public. The seasons do have an effect on music tastes as on buying in stores and in many lines of business. There are always the holiday seasons also to be prepared for, some of them calling for one or two appropriate tunes.

● Some operators consider it is not practical to move into summer locations that last only for a few weeks—unless there is a chance to build these places into year-round spots. When moving into a summer location, an effort should be made to keep it in the paying class all the year if possible.

A Picture Story of the Steps in Design and Production of the new Wurlitzer Phonograph

Since 1908 the name Wurlitzer has been an important one in the music industry In 1932 the Wurlitzer company, from its North Tonawanda plant, brought forth its first automatic phonograph—the instrument designated P-10. Since that time the company has averaged a new and improved phonograph model once a year except during war years. During the period of phonograph manufacture, Wurlitzer claims to have produced over 60 per cent of all the machines of this type manufactured in the United States.

Today the Wurlitzer factory covers a floor area of 750,000 square feet and employs over 1,500 people. Its model for 1950 has been designated the Twelve Fifty.

Even within the Coin Machine Industry, few people realize the painstaking design and mechanical genius which join to create a modern phonograph. Preparation for production of the current Wurlitzer required 10,912 hours of engineering, 10,918 hours of drafting and 9,250 hours of model making. To top this off, 912 drawings had to be completed and blueprinted before factory work could be started on the hundreds of special tools, jigs and fixtures needed for mass production. Today Wurlitzer is enjoying higher production than at any time since early 1948. Thousands of model Twelve Fifties are on location throughout the country—attesting that the latest Wurlitzer is a proud addition to a famous heritage.

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SPECIAL PRICE:

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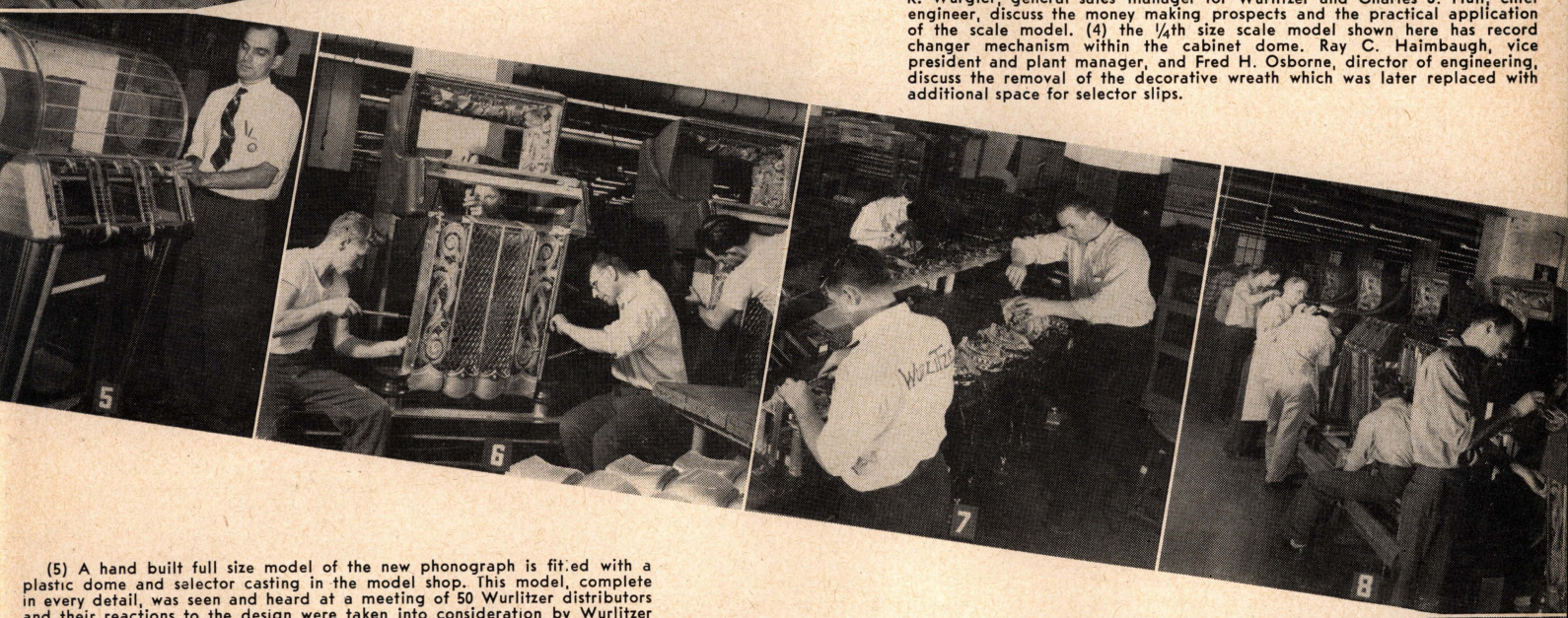
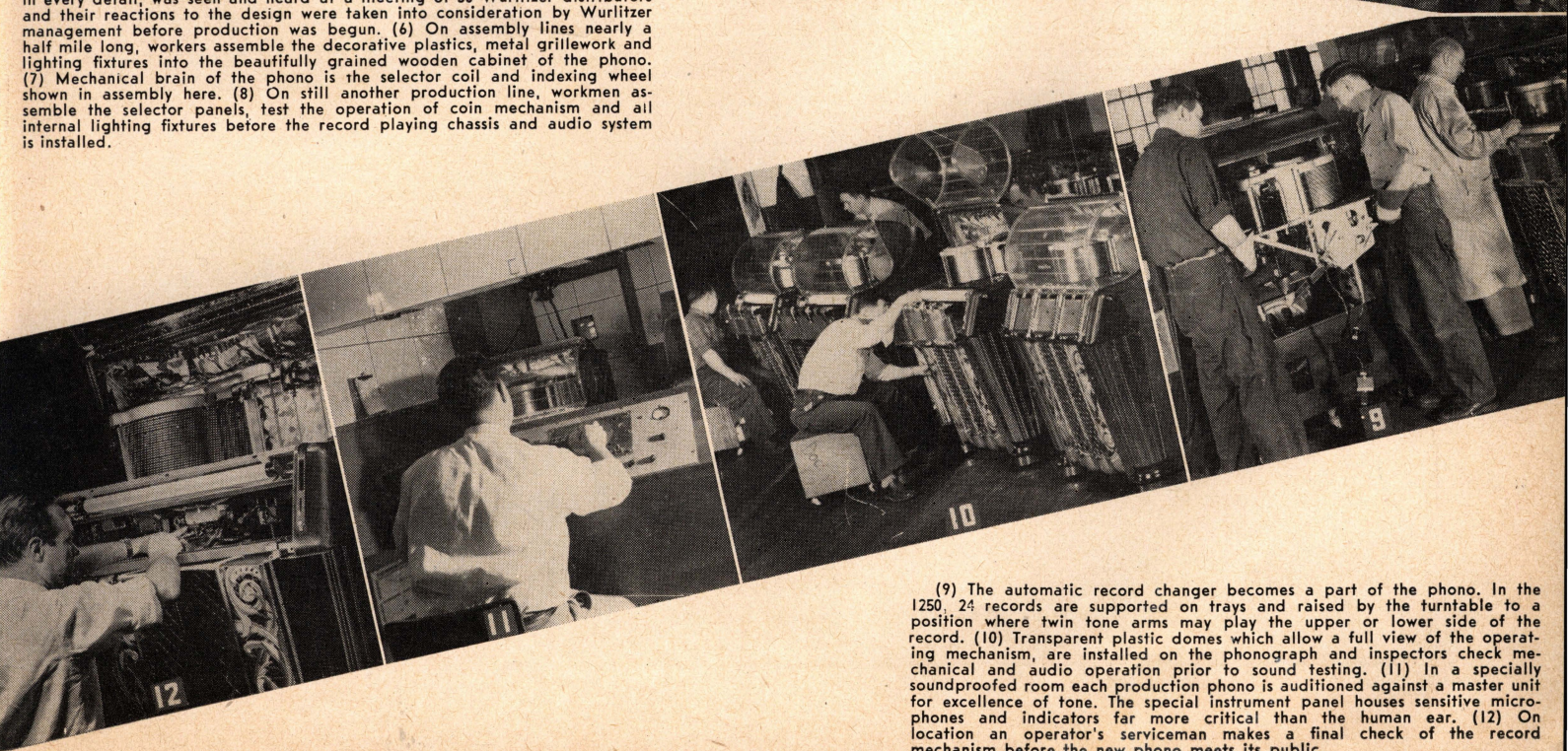
From Drawing Board to Location!

(1) After design and engineering conferences, the first conception of the new model appears in a proposed sketch. Design must be practical, attractive and durable. (2) A 1/8th scale model is constructed to the designer's specifications. Scalloped dome indicated on first drawing was changed in the model to prevent placing of cigarettes in the indentations. Tom Kassay, Wurlitzer craftsman for 38 years, puts the final touches on the model. (3) Ed. R. Wurgler, general sales manager for Wurlitzer and Charles J. Hull, chief engineer, discuss the money making prospects and the practical application of the scale model. (4) the 1/4th size scale model shown here has record changer mechanism within the cabinet dome. Ray C. Haimbaugh, vice president and plant manager, and Fred H. Osborne, director of engineering, discuss the removal of the decorative wreath which was later replaced with additional space for selector slips.



(5) A hand built full size model of the new phonograph is fitted with a plastic dome and selector casting in the model shop. This model, complete in every detail, was seen and heard at a meeting of 50 Wurlitzer distributors and their reactions to the design were taken into consideration by Wurlitzer management before production was begun. (6) On assembly lines nearly a half mile long, workers assemble the decorative plastics, metal grillework and lighting fixtures into the beautifully grained wooden cabinet of the phono. (7) Mechanical brain of the phono is the selector coil and indexing wheel shown in assembly here. (8) On still another production line, workmen assemble the selector panels, test the operation of coin mechanism and all internal lighting fixtures before the record playing chassis and audio system is installed.



(9) The automatic record changer becomes a part of the phono. In the 1250, 24 records are supported on trays and raised by the turntable to a position where twin tone arms may play the upper or lower side of the record. (10) Transparent plastic domes which allow a full view of the operating mechanism, are installed on the phonograph and inspectors check mechanical and audio operation prior to sound testing. (11) In a specially soundproofed room each production phono is auditioned against a master unit for excellence of tone. The special instrument panel houses sensitive microphones and indicators far more critical than the human ear. (12) On location an operator's serviceman makes a final check of the record mechanism before the new phono meets its public.

may prepare these for members. On-the-spot advertising is helped along and depends on having good machines, kept clean and with attractive title strips to advertise well selected records. The most important advertising on the spot is the right kind of title strips and good records.

● A music operator may state his problem as that of increasing the weekly take of each machine over the entire route. Sometimes an extra number of folk tunes will bring an increase. The operator must keep trying ideas until each machine is doing better.

● A music operator cannot really give the right attention to each machine unless he keeps a good file on each phonograph, which not only shows facts about the cost and take but also shows all the records on each machine and the changes made from time to time. Then the operator can really study his music.

● Many operators can build up a phono rental business, although it may be a specialized business. In the rental business, keep a list of all former customers as well as prospects that ask for information. This list should be worked at regular intervals by a phone call or something sent by mail. Rental phonos should have changeable backdrops, so that appropriate scenes may be furnished for weddings, dances, holidays and so on.

● One of the best reasons for a local association is that a hit-record program can be developed for the local field and promoted. Much more can be done in cooperative programs than one operator can do to promote a single route.

● Sell the locations on the idea that music in a place gets business, that music is a business booster and is used by big stores, factories and many enterprises. The location owner is interested in the money he gets from the machine, of course, but the operator should talk up the business boosting side. An operator usually talks the fact that he gives service, but it is high time to sell locations on the fact that music boosts business also.

● Some of the estimates given say that 20 per cent of the records an operator buys are to satisfy location requests.

● When losing a location to a competitor, do not get angry with the location owner or become unfriendly. Make it your business to make some friendly contacts with him along and you'll get your location back.

● Service to the location in the final analysis means bending over backward to please the location—even pulling off a good record if you find it irritates the owner.

What Is TV Doing?

Question: What is TV doing to evening trade in various locations, such as theaters, taverns, restaurants, etc.?

Schraffts Restaurant chain recently reported that evening business in its restaurants began to drop last fall and that one of the big reasons was the increase of TV sets in the home. The 5-day work week had also had its effects.

United Paramount Theaters, Inc., also recently reported that careful surveys to find the reasons for a decline in movie theater attendance did not show that TV is responsible. The company had compared business in theaters outside TV areas with houses in the TV areas and had found that the declines in both areas were about the same. Hence TV could not be called the dominant factor.

So, here are two opposite views. What do you as an operator of coin machines, if in a TV area, think of the situation?

Production Under Way On Win-Mor Adaptor

LOS ANGELES—After a slight delay in getting production castings, the Win-Mor Adaptor is now coming off the line and being shipped to operators throughout the country. The new Win-Mor is a simple device only an inch and a half deep which fits on the back of a Packard Pla-Mor remote control, permits the acceptance of a dime and trips the unit for either two or three plays. It does not interfere in any way with the nickel operation but instead permits the operation of the box as a two-coin accepting unit which, actual tests show, increases the take on location.

Device was developed by Harry Winslow and Bob Armour, veteran music operators, who have used the unit on their own operations and can attest to its income-raising proclivities.

Wurlitzer Names Bilotta

NORTH TONAWANDA, N. Y.—The Rudolph Wurlitzer Co. appointed the Bilotta Distributing Co., John Bilotta owner, as distributor for Wurlitzer in the Albany-Syracuse territory in New York state. The distributor will expand his business by opening an office in Albany, in addition to the present home office in Newark, N. Y.

Wurlitzer announced that the Bilotta firm would cover the territory formerly held by the Hermann Distributing Co. and in addition will include Wayne County. The distributor will offer complete sales and service facilities for the new Wurlitzer *Model Twelve Fifty* phonograph.

Calif. Music Guild Gives 53rd Machine

OAKLAND, Calif.—The California Music Guild recently donated its 53rd phonograph to be given to various organizations, including military groups, churches of various denominations, children's recreation centers, and others.

George A. Miller, president and business manager of the guild, said the 53rd machine was shipped to Lt. Col. Arch E. McGee at the leper settlement in Okinawa. Miller said that he and the members of the Guild were most happy to contribute this machine, feeling that it would bring some pleasure to the unfortunate people in Okinawa. The phonograph was completely overhauled and repainted before being shipped.

A large number of phonograph records were also included in the gift and especially some Christian hymns and Christmas songs.

Miller said his organization stands ready at all times to contribute a phonograph to any organization that is attempting to control juvenile delinquency.

Band Leader Praises Music Box Influence

Automatic phonographs helped to spring a recording of *Paper Doll*, by the Mills Brothers, into national popularity about 22 years after the song was written, says Louis Prima, band leader. The statement was released to newspapers by Mark Barron, Associated Press drama critic.

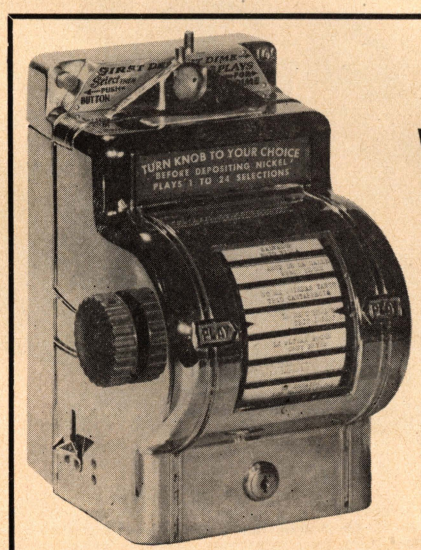
Prima was quoted as saying there is still no way to predict what songs will make a hit with the public. He said a big-time publisher may spend $20,000 or more in high pressure promotion of a song and then have to watch it lay an egg because the public will not go for the song.

It is what are called the "sleepers" that prove the greatest puzzle, according to Prima, and he recalled the history of *Paper Doll*, written in 1922, as an example. It was in 1942 that the recording by Mills Brothers appeared and in a month the record made a hit. *Twilight* was another song that didn't make a hit for a long time, also *I'll Be Seeing You.*

Musical Interlude

"No matter how good the artist, all vocal on a record becomes heavy listening, especially when a good number is played over and over again in a location. A musical interlude enhances any good vocal recording.

Washington Music Guild News-Letter, Bill Schwartz, Editor.



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Easily Attached ON LOCATION!

Mounted with 2 screws. No extra key. Connected with 3 wires without disturbing present cable. Dime enters present cash box.

Fully Chromed Aluminum Case

Smooth rounded corners

Only 1½ inch deep overall

Improves back appearance of box and covers unsightly cable.

DOES NOT INTERFERE WITH NORMAL 5c OPERATION

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——15 YEARS AT SAME ADDRESS——

RECORD REPORT CARD

A Excellent. Best of Current Releases.
B Good. Suitable program for average spots.
C Fair. Use as fillers if needed.

First side in each case is responsible for listing.
Only records rating an A, B or C are listed.

COLUMBIA

_____ 38804 ROSEMARY CLOONEY
B I Only Saw Him Once (V)
On An Ordinary Morning (V)

_____ 38801 TONI HARPER
B Choo'n Gum (V N)
Floppy (V)

_____ 38800 PERCY FAITH
B Violins from Nowhere (FT VC)
Tzin-Tzun-Tzan (FT VC)

_____ 38809 FRANK SINATRA
A American Beauty Rose (V)
Just An Old Stone House (V)

DECCA

_____ 27000 EVELYN KNIGHT
B I Don't Wanna Be Kissed (V)
An Arm with a Bown in Its Hand

_____ 27007 ANDREWS SISTERS
A I Wanna Be Loved (V)
I've Just Got to Get Out of the Habit (V)

_____ 25483 TONY MARTIN
C Flamingo (V)
Perfidia (V)

_____ 27013 BING CROSBY
B The Dixieland Band (V N)
Jamboree Jones (V)

MERCURY

_____ 5414 EDDY HOWARD
C Cross Your Heart (FT VC)
Roses (FT VC)

_____ 5410 EILEEN BARTON
C They Say It's Wonderful (V)
You Brought a New Kind of Love (V)

_____ 5411 LAWRENCE WELK
B Doo Wacka Doo (FT N)
Pizzacati (Polka N)

_____ 5417 KITTY KALLEN
B Juke Box Annie (V)
Choo'n Gum (V)

M-G-M

_____ 10693 PHIL BRITO
C I'm in Love with the Mother of the Girl I Love (V)
My Mother's Rosary (V)

_____ 10690 BILLY ECKSTINE-SARAH VAUGHAN
B You're All I Need (V)
Dedicated to You (V)

NATIONAL

_____ 9109 EILEEN BARTON
B Dixieland Ball (V)
Honey, Won't You Honeymoon with Me (V)

_____ 9110 DANNY SCHOLL
B Open, Parachute! (V FT)
Our Love Story (V FT)

_____ 9105 FLORENCE WRIGHT
C Poor Butterfly (V)
Imagination (V)

VICTOR POPULAR

_____ 20-3768 THE THREE SUNS
B The Flying Red Horse Polka (Inst.)
Leicester Square Rag (FT VC)

_____ 20-3767 BILL LAWRENCE
A Be Honest with Me (V)
Tell the Truth (V)

_____ 20-3766 GENE KRUPA
B Bonaparte's Retreat (FT VC)
My Scandinavian Baby (FT VC)

_____ 20-3765 LISA KIRK-HONEYDREAMERS
B Faith and Determination (V FT N)
Love Me a Little Bit (V FT)

_____ 20-3764 EDDIE FISHER
B Where in the World (FT VC)
A Little Bit Independent (V FT)

_____ 25-1159 LAWRENCE DUCHOW
C Beloved One (V Waltz)
Jolly Peter (Polka)

_____ 25-1158 SIX FAT DUTCHMEN
B The Okey Dokey Polka (VC)
Helena Waltz (Inst.)

_____ 22-0083 ARBEE STIDHAM
C Any Time You Ring My Bell (V Blues)
Let My Dreams Come True (V Blues)

_____ 20-3782 PEREZ PRADO
C El Mambo (Inst.)
Mambo No. 5 (Inst.)

_____ 20-3775 FRAN ALLISON
B Little Buffalo Bill (V)
The Doughnut Song (V N)

_____ 20-3774 CLAUDE THORNHILL
A Down the Lane (V N FT)
Sugarfoot Rag (FT VC)

_____ 20-3773 VAUGHN MONROE
B Tell Her You Love Her (FT VC)
Thanks, Mister Florist (FT VC)

_____ 20-3769 RAY McKINLEY
B The Lonesomest Whistle (V FT)
Cane Bottom Chair (FT V)

_____ 20-3757 TOMMY DORSEY
B Comin' Thru the Rye (Inst.)
I Hadn't Anyone Till You (FT VC)

_____ 20-3758 CLAUDE THORNHILL
B Raindrop Serenade (FT VC)
Say Yes My Love (FT)

_____ 20-3759 DICK LEIBERT
C At the Roller Derby (Organ VC)
The Bowling Song (Organ VC)

_____ 20-3760 JUANITA HALL
C Love Can Hurt You (V Blues)
Shangri-La (V Blues)

_____ 20-3761 HONEYDREAMERS
B Rain (V)
Sweetheart Semicolon (V)

_____ 20-3762 RALPH FLANAGAN
A Stars and Stripes Forever (FT)
Giannina Mia (FT)

_____ 20-3763 PERRY COMO AND CHORUS
A Let's Go to Church (V)
If You Were Only Mine (V)

_____ 25-1157 JOE BIVIANA
C Vino, Vino (Waltz VC)
Can-Can Girl (Polka)

_____ 20-3752 TEX BENEKE
B Java Junction (FT)
Our Love Story (FT VC)

_____ 20-3753 DENNIS DAY
C Mona Lisa (V)
A Shawl of Galway Grey (V)

_____ 20-3754 SAMMY KAYE
B Roses (V FT)
Tiddley Winkie Woo (FT N V)

_____ 20-3755 TONY MARTIN
B Valencia (V)
I Don't Care If the Sun Don't Shine (V)

_____ 20-3756 TONY MARTIN
B The Thrill Is Gone (V)
Spring Made a Fool of Me (V)

_____ 25-1156 JOHNNY VADNAL
C Elmer's Polka (VC)
A Girl—A Boy—A Dream (Waltz VC)

_____ 22-0076 BIG JOHN GREER
B A Fool Hasn't Got a Chance (V)
I'll Never Do That Again (V)

VICTOR FOLK

_____ 21-0330 SPADE COOLEY
B Honky Tonkin' (V FT)
Hillbilly Fever (V FT)

_____ 21-0329 CHET ATKINS
C Main Street Breakdown (Inst.)
Under the Hickory Nut Tree (V)

_____ 21-0328 HANK SNOW
C With This Ring I Thee Wed (V)
I'm Movin' On (V)

Automatic Vending

A MAGAZINE DEVOTED TO VENDING MACHINES
AND OTHER SELF-SERVICE EQUIPMENT

★ ★ ★ ★ JUNE, 1950 ★ ★ ★ ★

MERCHANDISE . . .

This column one month ago reported price stability as a marked feature in the field of ingredients used to make vendor merchandise. It was also suggested at the time that a threatened rise in prices on some important ingredients, such as sugar, coffee, chocolate, citrus juices, etc., was showing signs of easing up.

Before a month had passed, the price stability line had begun to move upward slightly. The fact that no real runaway price movement develops shows that price stability is truly the order of the times. The talk of raising soft drink prices seems to be making little headway and here and there the ice cream trade talks of raising prices.

To this reviewer, most of the upward price trends in the ingredients field is largely a part of the general picture in which more prices are still rising in a small way than are falling. Price stability at a high level still rules in our whole national economy, but there are many small moves every week up or down.

Coffee proved an exception to all this price stability some months ago and proved that, with manipulation and publicity, prices can be boosted fast and furiously when there may not even be a real shortage in

(See MERCHANDISE, Page 28)

NAMA Offers PR Program For Use By Local Vendor Trade

The most practical and helpful public relations program yet devised is getting under way in the automatic vending trade, with the aid of the National Automatic Merchandising Assn. Much will be heard about the plan as the year advances and operators in all branches of the Industry need to study the details of this well organized plan. Basically, the plan calls for—

1. Support of the Community Chest or Community Fund campaigns in various cities and towns by organized operators of vending machines.

2. Publicity to the campaign by using Red Feather stickers on all machines of contributing operators; also, dispensing of paper cups with the insignia or book matches from machines that handle these items.

After forming the plan, Rochester, N. Y. was selected as a "test city" where cooperating operators would try out the plan in detail. The city has its community fund drive in the spring, thus providing a convenient season for using the plan. Most cities and towns have their community fund drives in the fall, so that NAMA will be amply ready for the fall with details of its program already worked out by actual test.

June 10 has been set as a time for a special meeting in Rochester to get reports from participating operators on the results. Officials of NAMA will be present, including Aaron Goldman (Washington, D. C.), chairman of the 1950 public relations committee of NAMA; C. S. Darling, executive director of NAMA; L. L. Cavanaugh, director of public relations and membership of NAMA; and others. Leaders in the Rochester Community Chest, including Joseph Goldstein, the campaign chairman, will also be present. In the meantime, interim reports on the Rochester test have been discussed at the regional meetings held by NAMA in Chicago, Detroit, Dallas and other cities.

Goldstein, leader of the Rochester Community Chest, sent the following official message to NAMA:

"The Rochester Community Chest is gratified indeed that it has been chosen by the National Automatic Merchandising Assn. as a test area for a promotional plan in which its local members are joining to boost the Chest campaign in May.

"The NAMA originated the plan, and the Rochester merchants affiliated with NAMA have been most generous with time and effort in putting the plan into effect. We are not surprised at this, for many of these merchants are old friends of the Chest, men who have taken a conspicuous part in previous Chest campaigns, and we are most happy to welcome them again, and thank them again, for a new project undertaken in behalf of the Chest and its Red Feather services.

"The automatic merchandising devices are set up where people congregate. Literally hundreds of thousands of Rochesterians use these machines; and while they are being used they are centers of attention. For that reason the 1950 message for the Com-

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COIN CHUTES — SLUG REJECTORS — TOTALIZERS — COIN METERS

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Specialists in Electrical Timing
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munity Chest will have special and added emphasis through the action of the NAMA and its members, and the Chest is very grateful."

NAMA announced that the campaign started in Rochester April 15 and that between 2,000 and 3,000 vending machines displayed the Red Feather campaign stickers and mentioned the following Rochester operators as participating in the program: Fred W. Sarkis, Kwik Kafe of Rochester; Norman Shapiro, Paramount Vending Co.; Walter W. Murphy, Jr., Rochester Canteen Co.; William F. Schick, Spencer Vending Machine Co.; Robert E. Green, Vend, Inc.; E. Robert Anderson, Rochester Coca-Cola Bottling Co.; Walter H. Seabrooks.

An official announcement by NAMA said, "Here's a chance to cash in on a public relations program that is designed to generate a maximum of good will in the communities where you operate.

"It was outlined to the members of the public relations committee by the group's chairman, Aaron Goldman, at a March meeting in New York. Aaron tried this program in his own operation in Washington, D. C. He knows it works—and therefore presented the idea to the committee as a practical public relations project for the entire NAMA membership.

"The plan was presented to the Board of Directors for approval as the official NAMA 'PR' program for 1950.

"By using the tremendous publicity power of their vending machines to promote the community chest all operators—individually and collectively—will have a chance to build prestige on a local level. The possibility of local publicity tie-ins are endless.

"Every machine—regardless of type—will carry the '*Everybody Gives—Everybody Benefits*' slogan in one form or another.

"In cigarette machines, book matches carrying a promotional message will be used. For candy machine operators and for all other operators it is suggested that appropriate machine stickers bearing the Red Feather campaign messages be used. For cup beverage operators, specially imprinted cups in addition to machine stickers; and for penny machine and scale operators, a specially designed small stamp or sticker.

"Match companies have indicated that they are willing to cooperate by providing matches with the Red Feather imprint to operators at current resale prices. Likewise, cup companies have indicated that they will manufacture cups with the community chest message at current prices. Operators would order from the companies of their choice through NAMA.

"The acetate, easy-to-affix, easily-removable stickers for candy, beverage, penny and scale machines would be ordered directly from the community chest people in the operator's own community.

"Headquarters of the Community Chests and Councils of America, Inc., New York City, have enthusiastically given their support to the vending machine promotion program. And they will through local Red Feather councils provide such materials as needed at a nominal price.

"With thousands of vending machines in all parts of the country playing a major role in the promotion of local Red Feather campaigns, it is evident that the importance of automatic merchandising will be recognized. This plan will afford many operators a chance to get acquainted with civic and community leaders."

Darling, as executive director of NAMA, said, "The proposed 1950 NAMA public relations program . . . hits the public relations problem of automatic merchandising right in the middle—in the communities where the operator does business locally.

"It has been designed to help *every* operator with his public relations problems at a *local* level—where it will do *him* the most good. Promotion of the Red Feather program by all NAMA operator members in their own communities will, I am convinced, result in better *national* public relations for automatic merchandising.

"Aaron Goldman, chairman of the 1950 public relations committee, an NAMA director, and a successful operator in Washington, D. C., knows the value of this program. On his own initiative and at his own expense, he inaugurated a similar program in his own community. This is one of the reasons he is recognized as a civic leader in Washington, D. C.

"Because he knows what this simple, effective and *inexpensive* plan can do for the operator, Aaron has proposed that your association adopt it as its 1950 public relations program. We believe it will afford many operators the chance they have been waiting for to *do* something, positive and concrete, to improve their status in the communities in which they operate.

"I know you are with me in awaiting the results of the Rochester test program. Our Rochester members, I am sure, will show us all the way for better public relations for automatic merchandising. We congratulate them for their farsightedness in readily adopting the program."

Peanuts Off To Good Start

CHICAGO—During the first half of May demand for peanuts in the big central markets here was moderate and prices were holding firm. Early crop reports were favorable from Virginia and the Carolinas, fairly good in the Georgia and Florida area, and too dry in the Texas area.

READY FOR DELIVERY!

. . . the NEW STREAMLINED

U-SELECT-IT Venders

Sell more Merchandise than any other Machines made

CANDY or CIGARETTES

Over twenty years of vending experience has directed three years of experimental engineering to make the new U-Select-It Venders the most trouble-free merchandise venders on the market today. New from the ground up, these machines are the biggest volume-getters ever to hit the automatic merchandising field. DON'T DELAY—send your order in today! Sweeten up your route with the newest, smartest and sharpest machine made—and watch your sales bounce!

No other Machines can match U-Select-It

in

- **Selling Biggest Volume**
- **100% Selectivity**
- **Simple, Streamlined Beauty**
- **Securing Tough Locations**
- **Earning Greatest Revenue**
- **Displaying Variety**

ASK US HOW to add money-making candy vending to your present operation.

MANUFACTURED AND SOLD BY:

COAN MFG. CO.

2070 HELENA ST. MADISON 4, WIS.

Candy Vending Better, Says Canteen Report

CHICAGO—The financial report of Automatic Canteen Co. for the period of 24 weeks ending March 18 stated: "While the sales volume for the first two quarters of the fiscal year is $900,000 less than for the same period last year, principally as the result of the steel and coal strikes, the volume is currently running ahead of last year and the company anticipates that this improvement will continue throughout the remainder of the year.

"Demand for additional installations of canteens still continues without abatement. Special types of canteens have been developed for installation in the New York subway and are presently being installed. The latest model of the selective drink canteen has been in production since January and substantial deliveries are being made."

Canteen reported earnings per share of 62 cents for the 24 weeks ending March 18, compared with 69 cents for the 24 weeks ending March 19, 1949 and 69 cents for the 24 weeks ending March 12, 1948.

Gross sales volume for the 24 weeks ending March 18 was $9,623,752, while in the two previous periods the sales volume in dollars passed above the $10 million mark.

Federal income taxes for the 24-week period ending March 18, amounted to $170,000; number of capital shares at the time was 450,000. A stock market report for the first week in May showed the 1950 high for Canteen stock at 14.75 and the low at 12.16; total sales of shares for the week was reported at 3,500.

Bunte Announces Vendor Line

CHICAGO—Belvend Manufacturing Co., Inc., and Bunte Bros. have jointly announced a trio of "firsts" in the penny bulk candy field, aimed at the bulk vender operator. With its introduction of a new line of pan candies, Bunte simultaneously announced the appointment of Belvend as national distributor of the line, with all sales direct from Chicago headquarters.

Third "first" is the use of brand promotion in the bulk field, with Belvend supplying operators with decals for each vendor in operation. Oval in shape, in three colors, each will carry the message "genuine Bunte candies," with the name of Belvend as the national distributor.

Bel E. Hall, Belvend president, said prices on the new six-flavor line of Bunte pan candies will be competitive. Also, a minimum per pound count will be guaranteed. First types of pan candy offered are Boston baked beans, rainbow peanuts (vari-colored candy coatings over peanut centers), licorice lozenges, assorted imperials, French burnt peanuts, and a special Bunte mix of beans and peanuts. A seventy type milk chocolate drache, will be introduced later.

TOOTHBRUSH

(or similar size article)

VENDING MACHINE BUSINESS

National possibilities. Several established routes. 400 patented machines. Complete tooling. Dept. AC, 9330 Santa Monica Blvd., Beverly Hills.

Vendor Vends Panties

BOSTON—Now its panties and diapers via the vending route in a new bus terminal which opened here recently.

But panties and diapers are only two of the 18 items being offered. Others are nylon hose, ladies' gloves, men's neckties, men's hose, men's "T" shirts, men's shorts, a clothes brush, pearl earrings, necklaces, doll, baby rattle, pull toy, stationery, handkerchief, playing cards, and thank-you notes. Items are vended from spanking new vending machines which supply the merchandise within two seconds' time.

Big Reception to New Oak Vendor

LOS ANGELES—Over 1,000 new Acorn charm vendors were shipped to distributors from the local plant of the Oak Manufacturing Co. during the first two weeks of May, according to an announcement by Sid Bloom, secretary, on a sales trip through the East.

The nickel vendor was announced to the trade in the last issue of THE REVIEW after exhaustive tests had been completed on the West Coast and in Florida. Out here metal-plated sport miniatures were dispensed, and purchased locally for around $12.50 a thousand. In Florida, assorted charms at an average of $5.50 a thousand were used and an average of two or three would be dispensed on each nickel insertion. Using these approximate figures as an average, Bloom pointed out that the $17.95 vendor pays for itself in from one to two fillings.

In addition to charms, the new vendor may be easily converted to vend gum or nuts and may also be set to operate on a penny should an operator so desire.

New Ferrara Raisin Pack

CHICAGO — Ferrara Candy Co., well known purveyors to vending machine operators, have announced a new packaging of chocolate covered raisins which adapt themselves admirably to vending machine use.

Attractively packaged in a gayly colored cardboard carton with cellophane window, the chocolate covered raisins are a toothsome confection and ideal fare for summer use in candy vendors.

Ferrara is packaging the new item in 100 count shipping cases and already is enjoying a nice sale in the vending machine trade.

Why Should I Join?

By Jerome Kaufman

Director Industry & Public Affairs, National Assn. of Tobacco Distributors

There are predominant reasons why a businessman should belong to the trade association representing his particular industry. The fact is—borne out by the fortunate and unfortunate experiences of countless numbers of men in business—that from the standpoint of his own selfish interests, a man cannot afford to exclude himself from membership in his industry's trade association. Why is this so? Here are some of the reasons:

1. Because his business is vitally affected by powerful influences which no individual company alone can hope to control.
2. Because no matter how efficient his own management, his profit must be determined to a great extent by the general conditions existing within the industry.
3. Because he must surely prefer to operate on a basis of mutual understanding, helpfulness and friendship.
4. Because membership makes possible the frank discussion and solution of common problems.
5. Because the alternative to associated effort in his industry is disorganization—resulting in unsound competitive policies and unfair practices.
6. Because no individual can operate with profit and confidence in the future in an industry which is so low in community intelligence as to be unable to make common cause in the common welfare.
7. Because the cost of protecting and promoting his business is immeasurably lower and the results immeasurably greater if such activities are carried on through one strong association.
8. Because an effective organization improves the financial standing of an industry. In an individual it is a test of character reflecting his ability to get along with others. In an industry it is a test of management intelligence.
9. Because every businessman who cooperates to eliminate abuses in his industry is furthering the American tradition of team-work, which alone has made possible the economic progress of our nation.

* * *

Student: "Why didn't I make 100 on my history test?"

Teacher: "You remember the question—why did the pioneers go into the wilderness?"

Student: "Yes."

Teacher: "Well, your answer, while it was very interesting, was incorrect."

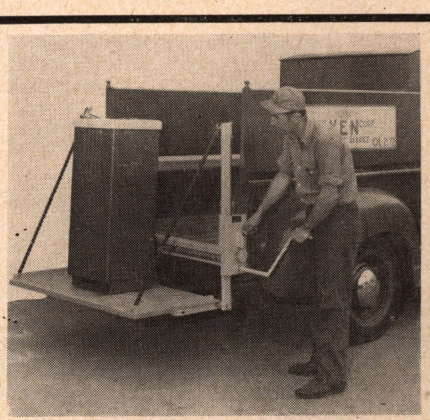
Oh! My Aching Back!

New York State statistics prove that most industrial accidents are hernias caused by lifting and handling!

THE VENCO LOADER

THE VENCO LOADER for pick-up trucks stops accidents and cuts the cost of your truck operation by 50%. It is easily installed and easily operated. Capacity 600 pounds.

Write for the name of your nearest distributor!



VENCO THE VEN CORP. • 2828 Newell • L. A. 39

Another Opportunity Vendor?

NEW IDEAS FOR PENCIL VENDING

By George Keith

CINCINNATI—*The Pencil Vendor* (name copyrighted), made its appearance here recently. It sells pencils automatically for a nickel, and is the product of the Cincinnati Pencil Co., 903 Broadway, here. It was designed primarily for installation in schools, offices and hotels, places whose personnel is not equipped to sell manually.

However, the results of the first installations have been so gratifying that a leading Eastern pencil manufacturer is now negotiating with the Cincinnati concern with a view to expansion into wider fields.

Samuel M. and Albert A. Rogoff, brothers, and both graduates of the University of Cincinnati engineering college, designed the machine.

It is all metal, and measures approximately 10 by 14 inches, with a mirror-panel front, and equipped with slug rejector, and having a capacity of 500 pencils.

The company does not manufacture the machines but has the parts and cabinets made for them, and has them assembled.

To your REVIEW reporter they seem a natural for automatic vending operators, and Albert Rogoff said he and his brother are highly receptive.

Listening to him, you feel like you are talking with an ardent NAMA officer, so sold is he on automatic selling, and so well versed is he on its advantages and possibilities.

"We are considering the automatic operator angle seriously. Right now we are placing them only in schools and universities.

"We place the machines free," retaining ownership," he explained, "but with the stipulation that the school makes an initial purchase of an agreed upon number of pencils, in gross lots. This is governed by our idea of the school's ability to assimilate the pencils.

"After that, all we do is sell the pencils, and we certainly have been doing that, with one university selling 100 gross in the first three months of this year."

This firm does not manufacture pencils, but buys them from leading makers. It is probably the largest single printer of pencils in the country, turning out over 15,000,000 a year.

Although its chief business is printing pencils for premium purposes, it is also one of the largest suppliers of school-activity pencils, with a total of 42,000 active accounts.

"What are the possibilities of profit for an automatic operator, who owns the machines?" Rogoff was asked.

"They are excellent," he replied, emphatically. "After he has sold his first 25 gross, assuming a split of as high as 50 per cent with the location owner, his machine is paid for."

He said further that, in the event operators enter this market they can be assured of a quick and plentiful supply of high grade Number 2 pencils, with top grade erasers, equal to any sold manually anywhere for a nickel.

"A pencil," he continued, "is a necessary evil today. For instance, we have an inquiry for a machine from a plant, every one of whose 3000 employees needs a pencil in his work.

"Pencils, as everyone knows, are easily lost or misplaced. That is why the automatic kind is too expensive for the average pocketbook for constant use.

"On the other hand, if an employee pays a nickel for a pencil it will be guarded more carefully than if furnished by the firm.

"The same applies to schools. A student doesn't begrudge spending a nickel for a wooden pencil, but the automatics cost too much, with the chances of mislaying so great. It looks like there will always be a wooden pencil, in spite of mechanical inventions designed to eliminate them."

Schools usually order pencils in their own particular colors, such as red and white, or red, white and blue, or any other combination, with the name of the institution printed on the barrel.

One college not only dispenses pencils in its colors, but carries the season's football schedule on the barrel. This idea has endless possibilities.

Carrying the athletic motif still further, a college could have the favorite yell on the barrel. This could be featured in the school bulletin or paper, urging all students to buy pencils, and join in the yell at a given signal. If the proceeds of the sale of the pencils were to go to some kind of athletic fund there would be an added incentive to buy.

For large fraternity houses the name of the frat could be carried, with the barrel done in either the frat's or the school's colors, and the motto of the club.

An enterprising operator could avail himself of many ingenious ideas to attract business. For example a school operated by a religious denomination, of which there are many, might be interested in pencils on which are printed the Ten Commandments, the 23rd Psalm, or The Lord's Prayer, in either the Catholic or Protestant version. These are Cinpenso staples, but they will print anything desired which can be accommodated on a pencil barrel.

During a rush period their linotype and printing machines frequently work around the clock.

As an example of how speedily an order can be filled, Rogoff had a slug run off a linotype with my name on it. It took about 20 seconds to do this. It was then transferred, still hot, to a printing machine, and in less than a minute, they had run off half a dozen pencils, bearing my name in "gold," and all without any preliminary preparation or haste.

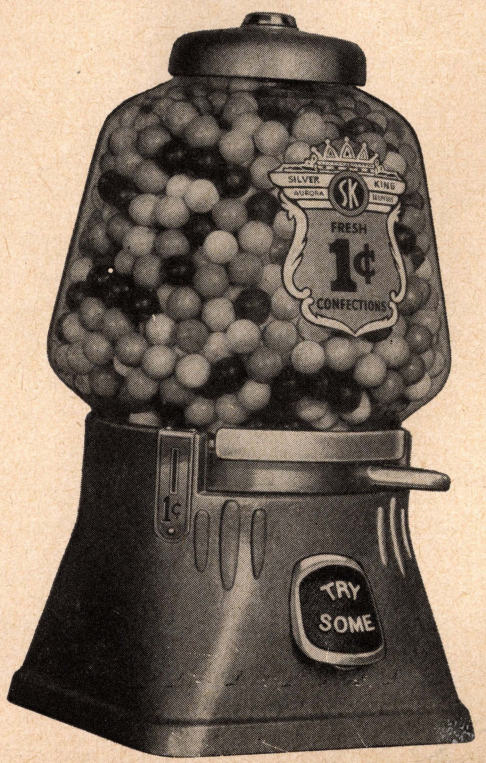
Rogoff is not aware of any machine in competition with theirs. He claims there was a vendor invented by a German in 1922, and which was brought to this country later. This was so complicated in construction that the cost of making it was prohibitive.

It is also a far cry from the type of machine which used to appear in arcades, but has vanished from these parts, at least, in which you inserted a coin, and then proceeded to print your name letter by letter, by means of a dial.

The Cinpenso vendor is very simple, almost fool proof, and can be serviced by anyone, however unfamiliar with mechanics. Repairs, of course, would be another matter, but, with careful handling the machine should pay for itself many times over before it became obsolete.

For stores which do not wish to bother with a small item like a pencil, but like to give their patrons what they want, an

New Low Price
KING OF VENDORS



Nut and Ball Gum Candy, Charms, Vendors. 1c-5c U.S. and Foreign Coins. "Hot Nut" Vendors.

Bigger Profits from locations are a natural with

SILVER KINGS
or
"CHARM KING"
BALL GUM VENDOR

Designed for sales compelling eye appeal as low as

$10.00
in quantities

At all the Best Dealers — or Write.

Ask about the New "Hunter."

SILVER-KING CORP.
622 Diversey Parkway
Chicago, Ill.

automatic vendor such as this would be ideal. The same applies to large office buildings, and many other public establishments.

At present Cincinnati Pencil is dealing direct with this type of outlet, but an operator could offer a better service, inasmuch as he would keep the machines supplied, with a location sharing in the profits without turning a hand.

MERCHANDISE

(Continued from Page 24)

supply. The coffee question is still being debated and operators should remember that what was done with coffee could be done with sugar, cocoa beans, etc. But, as summer comes in real force, there are no disturbing signs in the merchandise picture.

The tight supply and high prices of some important ingredients seem merely to be a normal situation that may come any year.

Interest has shifted definitely and decidedly again to the impact of crop reports and these will be important until September. By the month of March the general reports were such as to boost farm prices on major products that had been falling fast. This unfavorable weather trend continued in April but the summer months are expected to bring back the effects of a promise of bumper crops. Peanut planting weather seemed to be generally favorable.

A review of reports on various merchandise items follows:

Apples—The best that can be said is that vending machines are needed to help move a record 1949 crop; world crop was higher than average crop year. Early reports on fruit damage this year were unfavorable.

Almonds—The big market centers have for weeks been reporting that prices hold stable, while demand is moderate and orders are for short needs only. Stocks held by big suppliers are on the low side.

Candy Bars—Official reports have been accumulating in recent weeks to show that the year actually started off with declines in candy bar output and sales. But some of the very popular bars show exceptions. The decline early this year in total candy sales may be only statistical, and candy trade leaders say a pickup started in February and that the rise was sharper than any year on record. National Confectioners Assn. announced in a recent bulletin that "manufacturers of candy generally believe that 1950 has every chance of being as good a year as 1949 . . . in poundage sales."

Operators understand full well the normal course of summer sales of candy, and the hot summer is just ahead. Sales of bars by the manufacturer start a decided dip in April normally and then spurt upward in August. The summer dip in 1949 was greater than usual.

Chewing Gum—Most reports in a field marked by few reports are very favorable. Some of the flavor oils are showing price threats of a rise but the demand for chewing gum by consumers is still climbing.

Chocolate—Attention centers on reports of cocoa bean prices and supply. At the time of this review prices of beans are rising again, slightly, but the trend is a tighter supply and some higher prices. Supply in June and July is expected to be at its low for the year and then new crop reports will begin to come in. The mid-year crops in Brazil and Africa have not been up to expectations.

A reliable report on world supply says Brazil's production is gaining slowly, African output is uncertain, and world demand grows faster than total supply. Hence, prices will remain high.

Cigars—Cigar sales started upward in February, compared with year ago, and the increase is largely in the three lower price brackets.

Cigarettes—The Internal Revenue reports for nine months of the fiscal tax year show sales of standard cigarettes for the period with less than one per cent gain over the previous 9-month period of the tax year. In other words, it now seems certain that the gain for the fiscal year ending June 30 will show cigarette consumption holding a gain of about one per cent over the previous tax year. King-size cigarettes in the fiscal tax report show a decline of nearly 5 per cent for the two 9-month periods. But the figures are inconclusive since reports on king-size were meager and the February report this year showed small tax stamp withdrawals for king-size.

Cookies—Reports from manufacturers are not available. Interest in the greater use of cookies in candy bar machines for the summer is rising.

Coffee—The big market centers report lower price trends, improvement in quality, and the supply apparently equal to demand. The hot summer months normally reduce the consumption of hot coffee.

Frozen Foods—With expanded facilities for producing frozen fruit juices, the need is now for getting more outlets. Frozen juices are still getting the spotlight.

Hosiery—Manufacturers recently held their annual convention; reported the general outlook favorable and store sales good; some reports on price cutting were heard but in general prices are stable. Emphasis is now on quality rather than price. Allocation of nylon yarns is increasing supply and the "shortage" has never really hurt production. Manufacturers say they will stop output before reducing prices further.

Ice Cream—Summer months have revived optimism in the ice cream trade. Output for the first few months has been above the same period of 1949 and is also climbing above the 5-year average. Lower milk prices promise continued aid to ice cream output and sales.

Juices—The frozen concentrate business has the canned juice market jittery. Recently, buying of orange juice came to a standstill; more recent reports say demand for orange and blended juices is picking up while prices advance slightly. The public has shown that when orange juice prices get too high it will turn to tomato juice. Reports on planting of 1950 tomato crop were unfavorable; prices of tomato juice have advanced.

Milk—Science is preparing the way for more convenient vendor sales in the future. An Indiana firm has recently placed canned milk on the market. Scientists also report a new preservative, Subtilin, which will keep canned milk and other products fresh and also prevent "canny taste." Meanwhile, milk supply increases and widespread price reductions were recently reported. Consumption is increasing slowly. It is a good time to put more vendors to selling milk.

Peanuts—Early planting reports for the Virginia-Carolina region were unfavorable; Florida area reported favorable planting of new crop with heavy trend toward Runner type; Texas also reported favorable planting conditions. Total supply of peanuts still reported low, with sharp increase in crushing peanuts for oil. Use of peanuts in candy has increased considerably; use for salting is still declining.

Market centers have recently reported demand moderate or light while prices hold steady at high level.

Popcorn—No reports on planting of new crop available at this time. A prominent grower says popcorn is planted earlier than field corn and that dry weather is the great enemy of full popcorn crop.

Soft Drinks—The buying of flavor oils by soft drink manufacturers during April and May is usually a clue to activity in producing soft drink syrups. But the flavor oil markets have been conspicuous by showing little buying by the soft drink trade; or, it is better to say that buying has been for short terms ahead and there has been no real upsurge in expectancy of a big summer like that of 1949. Most of the state conventions of bottlers have debated costs and how to improve low profit margins. The conditions in the bottling industry seem to open the way for greater use of cup type vendors, making 1950 truly a cup vendor year. Coca-Cola reported a drop in earnings for the first quarter of the year, compared with a year ago; gross business dropped below 1948 and 1949.

A cold April tended to delay rise in demand for cold drinks. This issue will reach our readers at about the time real summer begins, and it is entirely possible that an unusually hot summer in 1950 may repeat what happened to soft drinks last summer.

Doyle Is Grandpappy

MADISON, Wis.—Frank Q. Doyle, general sales manager for the Coan Manufacturing Co., became a grandfather the first part of May when his son, Stanley, and daughter-in-law, Shirley, became the parents of a son, Steve, in Chicago.

Doyle commented "the new arrival has all the earmarks of a nickel counter, and will likely wind up in the coin machine field."

* * *

Fatal mistake—believing a grass widow is green.

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NATIONAL "On-The-Spot" OPERATING REPORTS

The PULSE BEAT OF THE COIN-MACHINE INDUSTRY

Columbus

Reported by W. C. Arthurs

Unemployment in Columbus declined slightly in recent weeks, the Ohio State Employment Service reported. Fewer persons applied for unemployment compensation, the number looking for work declined and more jobs opened up in manufacturing, construction and farm work.

For the eighth consecutive week, unemployment insurance claims throughout the state declined, with claims down a third from the number filed in the first week in March.

The Bureau of Business Research at Ohio State University disclosed Ohio sales for the first quarter ran two per cent ahead of the corresponding period last year, with sales relatively better as compared with last year. Retail sales for Columbus registered a six per cent increase over 1949.

All of this optimism on the part of business experts indicates that the Industry should be able to expect a good year.

The giant Lustron Corp., manufacturers of prefabricated houses in one of Curtiss-Wright Corp.'s former great sprawling warplants here, has been put on the auction block by the Reconstruction Finance Corp.

A market for candy and beverage vendors is thus cut, but the Ternstedt plant and other industries now in operation will do much to hold the line for these merchants.

Saturday afternoons this fall may find coin phonos and other coin-operated equipment getting more play than was the case last fall. Followers of Big Ten football were jolted with the unexpected announcement by Western Conference officials that they had agreed to bar live television of all 1950 football games.

Among favorite songs now being featured in coin phonos are Frankie Laine's Mercury discing of *Swamp Girl; The Old Piano Roll Blues*, in a variety of labels; Larry Green on Victor's *Bewitched*, and Phil Harris with the same company's shellacking of *Muskrat Ramble. If I Knew You Were Comin' I'd of Baked a Cake* led most others in popularitv, with its demise heading up fast since it had been overworked. Bradford and Romano's Victor label *Put on an Old Pair of Shoes* has been well received.

Delivery costs and route servicing costs went up somewhat when the oil companies raised gasoline prices one-half cent a gallon. Twice previously this year oil companies had lowered their prices by one-half cent a gallon.

Arcade operation is about to go into its usual seasonal climb in the next several weeks, with the peak of July Fourth looking very favorable at this time. A record number of vacationists is expected to crowd the highways and byways of the Buckeye State.

Columbus is one of the 13 cities in the nation in which tournaments will be held to decide state champions of American Shuffleboard League play. Team entries become eligible by participating in regular season leagues under the auspices of ASLI. Eight six-man teams from Columbus are qualified to enter the two-day event. Columbus' share of the cash prizes in all state playoffs—which will aggregate $14,681 plus trophies—is expected to run over $1000. Teams seeded from the state playoffs will be eligible for entry in the national tournament in Peoria, Ill.

Cool weather has cut into seasonal sales of beverage vendors, but there have been enough warm days to see them doing well enough. Cup vendors are still holding their own, with many people still favoring the bottle machine.

Coffee prices have weakened somewhat, probably from consumer resistance. Prices have dropped about three to four cents from the recent high level.

Milk prices have remained steady, with this city now receiving Grade A milk for the first time, although the standard has always been very high.

Candy sales continue to stay up, probably influenced by cool weather. Good chocolate helps here, although the summer candies are beginning to appear. More jellies are evident on the market.

According to William D. Bailey, supervisor of the excise section of the Ohio Department of Taxation, cigarette tax stamp sales continue to climb. For April of this year sales were $1,420,642, while for the same month last year they were $1,410,468. This was an increase of $10,174. For the four-month period last year sales were $5,415,760, while for the same period of 1950 sales reached $5,595,144. This represents an increase of 3.31 per cent, Bailey said.

A nationwide training program for tobacco distributors made its debut in Columbus when the National Assn. of Tobacco Distributors launched an executive management school for wholesalers from every section of Ohio. The two-day school was the first of a series of similar training sessions to be offered by the NATD to tobacco wholesalers throughout the country, according to Joseph Kolodny of New York City, managing director of the group.

Popcorn sales have been rather good, especially at theatres and the ballpark. Nut sales have been so-so, partly because of prohibitive cost. Stamp machines found increased sales, with people using air mail during the rail strike. Scales found patronage rising with the temperatures of Spring.

Cincinnati

Reported by George Keith

Dampened somewhat by the coldest April in many years, the Industry marked time last month. However, as this was written, the Chrysler settlement sent hopes soaring and coin machines responded to the stimulus immediately, helped by warmer temperatures.

Music was sluggish in the forepart of the month, and receipts suffered correspondingly.

Amusement games fared slightly better than music, with receipts at least on a level with the month before, and comparing favorably with those of last year.

The baseball bug bit the public last month, and probably accounts for a sudden drop in shuffleboard playing as compared with the same month last year.

Operators also report a decline in placements of shuffle-bowling games here, and a slowing down in interest, as the novelty starts to wear off.

Soft drinks started to climb and reached very gratifying proportions, as the month closed with midsummer weather.

A strike of drivers for the bottlers during the month did not affect automatic sales adversely. Rather, they may have been stimulated when folks could not get their bottled drinks in the usual amounts.

There is no conflict between cup vendors and bottled. Rather, there is a line of demarcation. Some spots, for very good reasons, can only use cups, while others, for equally good reasons need bottles, with the cups holding the advantage in the higher-yield heavy-industry locations.

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Coffee in the automatics is ahead for the first four months of 1950 in relation to the same months in 1949, with each succeeding month showing gains.

As predicted in this column last month, it is reported that one concentrate producer cut his price to operators a pleasing amount, as the retail price of grinds took a slight drop here.

Doughnuts continue to keep their Topsy and Eva places together with the java in public esteem.

The condition of the milk vending arm of the Industry is firm, with the cost of the fluid apt to decline rather than increase in the near future.

Juice machine placements are not as good as might be expected, with the jerking of a big producing vendor at a public garage, where drinks are now sold from a soda bar instead. The many juice bars downtown serve to keep down hopes of placing automatics.

Candy sales held up in promising style, but the advent of warmer weather saw operators bringing out their summer-type bars as this was written. Operators are fond of these, and are pleased with the increasing number of kinds and excellence.

It is a toss-up between Clark Bar, Baby Ruth, and Reese's Peanut Butter Cup in the popularity polls. This will possibly change as summer sets in.

The cigarette position in the coin machines here seems good. The price, 20 cents per pack, remains steady, in the face of chain store offerings at 17 cents, by the carton, and the increases usually expected with out-of-door weather have been realized consistently.

The cut in tax on the cheaper brands will have no effect on automatic receipts, as they vend only the standard brands in the Big 5 price range.

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BUSINESS BAROMETER

MAY 1950	GENERAL BUSINESS	AUTO. PHONOGRAPHS	AMUSEMENT GAMES	SHUFFLEBOARDS	BEVERAGE VENDORS	CANDY VENDORS	CIG. VENDORS	POPCORN VENDORS	OTHER VENDORS	SCALES
Cincinnati	N	B	B	N	N	N	N	N	N	N
Columbus	A	N	N	A	B	A	N	N	N	A
Los Angeles	N	N		B	N	N	N		N	N
Seattle	N	B	B		N	A	A	N	A	N
St. Louis	N	N	B	B	N	A	A	N	N	N
Spokane	A	A	B	N	A	B	N	B	A	N
Wash., D. C.	N	N	B		A	N	N	N	A	

N—NORMAL
A—ABOVE NORMAL
B—BELOW NORMAL

Lucky Strike and Camels are one and two, but in some parts of the city Chesterfield has to slug it out with Philip Morris, it is reported, for third place, with Old Gold and Pall Mall trailing.

Popcorn received a shot in the arm with the announcement of the theater ticket tax cut. Business last month was fair, but still remaining in the normal listing.

Theater attendance is reported off 30 to 35 per cent in the last three months. TV is blamed, and many suburban shows will probably close several days each week. Five theaters are already dark, as only six out of forty of those still open are operating at a profit, it is said.

Although public spots are not being expanded, and some abandoned, one automatic laundry machine operator, with a dozen machines placed in apartment buildings, claims his business has remained steadily good for the past two years.

Sales of chewing gum were fair to disappointing, as compared with the previous month, with the over-all verdict "average good." Here the battle for supremacy is between Wrigley's Spearmint and Beechnut, followed by Juicy Fruit and Double Mint.

A pleasant change in nut returns took place last month, with the penny machines actually doing very well, possibly because patrons hate to shell out larger sums for greater quantities, with prices what they are.

Record sales are ahead of last year and about on a par with last month. *Third Man Theme*, *Calico Ball*, and a revival of *In the Evening by the Moonlight* are hot in pops, while *I'll Sail My Ship Alone*, *Blues in the Moonlight*, and *Heartbroken* are good folk tunes, with *Well, Oh Well* a race riot.

As people started to shed heavier clothing they became more curious about their weights and the scales did a resulting better net.

Unemployment in the heavy industries has had little effect on vending machine sales, and none is looked for, as generally the economic picture is expected to brighten.

Department store sales were 10 per cent better than those of the previous week for the 65 cities reporting in this area. Cincinnati, up 14, Cleveland up 2, were the only cities bettering the 1949 monthly figures, and the adjusted index reached a new high of 327 for the year.

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Los Angeles

Reported by Paul Blackford

Normal can best describe the overall coin machine picture in the nation's favorite climate, although the apparent bid for business is bringing brisk competition and evidences of price cutting which trims profits and makes purchasers wary of the asking figure in most jobbing establishments. On the game side it's a case of comparing, with competing distributors jockeying prices to get the business. Loose credit is also evident.

Big spurt in general business activity is anticipated during June when the Shrine stages its national convention here in mid-month. Fez-wearers are expected to leave behind around five million which should account for extra coins in the cash boxes for most of the lads.

Shuffleboard enthusiasm is easing in favor of the newer units which embody additional playing features embracing bowling, hockey, etc.

Officially the summer season for Arcades opens Memorial Day and runs through Labor Day. An imposing array of equipment is ready for visitors at beach spots and a lively season is anticipated.

Seattle

Reported by W. A. Perine

Seattle's pin ball operators, who have more than 2000 machines on locations and employ 500 persons, are going to close up shop in the near future due to lack of business. The pin ball ban which became effective April 1 is to blame, they say.

Pin ball equipment, valued at almost $3,000,000, may have to be sold for a few cents on the dollar. Another 2,500 persons, including the proprietors of small cafes, cigar stores and taverns who are dependent upon pin ball amusement games for income, also may be put out of business.

Location owners complain of the amusement game ban. They say organized gambling in card rooms and betting with "wire bookies" on out-of-state race tracks is wide open while pin ball amusement games are banned because they are "games of chance" under a recent court ruling.

Business in taverns has fallen off to some extent although the new Bally and Gottlieb bowlers are helping replace the lost pin ball income.

Cigarette vending machines are picking up in sales. Bert Farmer, Northwest distributor for National, reports the new *7M* is becoming as popular with operators as the older member of the National family,

the *9M*. Sherry Arps (Jack R. Moore Co.) reports similar success with Automatic Products Sales new *Smokeshop 612* cigarette vendor.

Music boxes picked up a little but were still poor, while wired music collections were about the same as last month.

Teresa Brewer sang London's *Honky Tonk* into a top position in local music collections, with *Hoop Dee Doo* by Russ Morgan on Decca also doing well. M.G.M.'s *Baby Won't You Say You Love Me* is another income producer for Seattle operators.

Kleenex vending is just about through the spring slack period and ready for the summer surge, due to makeup and perspiration troubles. Fall will bring another slack period until winter brings another boom.

Bulk sales are up a little from last month as are candy and candy vendors. The latter being responsible for many new operators in the Pacific Northwest vending field.

Spokane

Reported by W. L. Ferrall

With the year almost at the half-way mark Spokane and the Inland Empire still bask in the sun of expansive business. With five hundred new resident permits already issued in the first four months 1950 will undoubtedly beat any past year since the end of the war. An unusual number of new business buildings are planned and many are under construction at this time. Business so far this year is equal to last year. Spokane is one of the more fortunate cities showing no decline.

The State of Washington has paid over 50,000 soldiers their bonus checks to date. The checks average $384.00 each. This is probably one reason why business remains good. A total of close to $80,000,000 will finally be paid to some 175,000 veterans in the state.

Operators in this territory are finding business rather rough since the banishing of the one-ball payout tables. Many of the old-timers complain that there are too many in the business and that some will have to drop out before things will take on a stable appearance. In the past anyone with two or three good spots could call themselves an operator. For instance, there were over seventy men listed as operators last year in and around Spokane. Many are finding that they cannot make a business of it unless they expand their routes and by so doing many have more money invested in equipment than they realize, and that five-ball amusement machine operating isn't quite the same as the old lucrative payout tables were. Diversification seems the way out for those that have given it a thorough study. Also, finding used games at a reasonable price so that spots that prove slow can still be covered at a profit.

Music men are finding it easier to please the listening public with an ever increasing number of new records on hand that are really number one hits. The cash boxes show a slight increase in weight as the weather brings more people into places of amusement and drink. Phonographs escaped the city tax which was placed on all coin-operated devices at a recent council meeting. Amusement games of all types are taxed at $25.00 per year. A levy of $15.00 will be charged for the remaining part of the year. An age limit of sixteen was agreed upon and all locations must be approved by the department of public safety.

Spokane's parking meters, of which there are some 2400, have passed the one-million dollar mark since their installation in 1942. The monthly take is around $175,000.00.

Shuffleboard is holding its own against the numerous amusement games which have entered the field in recent months and is expected to roll to a greater play next winter.

More of the bottle type vendors are making their appearance with the coming of warm weather.

Popcorn is slowing, along with candy, and will have to coast along while ice cream and drink vendors have their day in the sun. Ice cream and cup beverage machines are slow to make an appearance here where the warm weather period is so short. Cost of these machines is too great to interest many in their operation.

A recent announcement by Governor Langlie that there will definitely be a special session of the Legislature brings up hope that a new bill might pass, legalizing one-ball payout machines. The session will be called to secure more tax revenue. The State is being forced into debt by its generous old-age assistance and public welfare program. The millions brought in by the machines up to the time they were outlawed by a Supreme Court decision will no doubt suggest a revenue measure equal to, if not better than the old one. Clubs in operation in most counties were paying a state tax of 40% on their slot gross.

St. Louis

Reported by Myra Hilderbrand

The month of April was reported as "surprising" by most St. Louis coinmen, who had anticipated a much smaller pick-up than actually occurred. Due to the influx of many tourists early in the season, who usually arrive in May, the entire Coin Machine Industry enjoyed a sharp pickup. Particularly concerned were venders, who found cool weather plus large number of tourists resulted in a winter-peak sale of bar candy and specialties. A like situation was reported by the cigarette vending group, who showed much enthusiasm over the month's sales.

A cooler summer is expected by the Missouri Amusement Machine Assn., who are planning larger outlays of equipment at arcades, outdoor parks and other amusement centers to build up slightly faltering overall volume. All three of St. Louis's large outdoor parks, including Chain of Rocks, the Highlands, Westlake, and others, have either installed new arcades or enlarged existing locations. Ideal Novelty Co., Olive Novelty Co. and ABZ Sales are supplying the equipment in each case. "We expect that it will be necessary to install more penny machines to keep collections up," one prominent arcade operator opined.

Coffee vendors are beginning to blossom out in many St. Louis locations, predominantly industrial areas such as stores surrounding International Shoe Co., Wagner Electric Co., etc. Sales of 400 cups per day are not unusual, according to American Sales Co., which has installed several Rudd-Melikian machines in St. Louis. Limelight is swinging the way of ice cream vendors in the public parks, in baseball stadiums, and in many locations near major bus transfer and streetcar stop points.

Despite a cool summer this year, most St. Louis candy venders are removing chocolate-coated bars early in the season, after bad experiences in the hot months of 1948 and part of 1949. The 1949 summer was cooler than most, but still operators report serious losses through showing chocolate-covered confections overlong. With temperatures well above 100 for as long as 50 days at a stretch, St. Louis is definitely not a chocolate-vending market in the summer.

"Little or no change" was reported by cigarette venders questioned. Despite national trends toward new brand popularity, most St. Louis venders, such as John Gazzolo of Star Novelty Co., report little or no change in vending calls or location owner requests. Cigarette sales slack off sharply in the St. Louis market, he reported, following May 1.

Ideal Novelty Co., through president Carl Trippe, reports that Rockola's new *Shuffle Jungle* will appear in every arcade which he services, along with new pin games and skill games. Shuffleboard is nearing the saturation point in the city, according to Universal Sales Co., where Tom Collins is finding it difficult to find new location outlets.

Carl Trippe will visit Chicago May 21st to attend the preview of the new 1950-51 Rockola phonograph.

Most important association activity for May was a meeting held May 1 to consider the new Congressional bill threatening to outlaw interstate shipment of gambling equipment, machines and parts. It was suggested at the Missouri Amusement Machine Assn. meeting that coin machine operators wire their congressmen, in order that the bill will be clarified. Some more exact terminology is needed before the association can take a final stand, association president Lou Morris stated.

Washington, D.C.

Reported by Roy S. Ramsey

Some local operators are concerned over the Johnson bill which, besides its other stringent restrictions, would ban gambling devices entirely in Washington, D. C. and on all federal property. Most of the bells operating in the local area are in military clubs. If pin balls are included under the

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broad definition of gambling devices there would be no way of getting them shipped here. For states, any machines certified by the governors would be okay, but no such provision is made for Washington, D. C.

Business, generally, has been enjoying the usual post-Easter gains, but the annual anxiety of government employees over whether or not Congress will appropriate enough money for their jobs is at hand and may cut down spending.

Expansion has been the keynote in recent weeks. G. B. Macke Corp. has made the big news by going into numerous operating fields. Formerly, the firm had specialized almost entirely in cigarettes, candy, and nuts. Now, however, Macke has coffee, doughnut, ice cream and cup vendors. A new subsidiary has been set up to handle chocolate covered ice cream sticks—marking the only such enterprise in the area. Also unique is the doughnut operation, which utilizes a candy vendor to vend at a nickel stick doughnuts prepared by a local bakery. Things are also looking up at Spacarb of Washington. Showing the superiority of multi-drink vendors over single drinks, Spacarb grabbed a whole theater chain from a competing firm. Spacarb also latched onto a contract with a branch store of Sears, Roebuck & Co. to install cup dispensers in place of the old refreshment stand.

Arcades are springing up so fast, this reporter is unable to keep up with them. In addition to a total of 11 in the downtown area, others are mushrooming in other business sections, usually adjacent to movie theaters. Arcades are providing most of the outlets for new amusement games. New machines are added in most such spots as fast as they come out of the factory.

Candy machines are being switched for the summer by many operators. Some are putting in cookies; others, dropping chocolates and concentrating on hard candies. A rise in the number of cup dispensers is apparent on every hand, but the bottle dispenser is holding its own.

Strongly supported by members of the Washington Music Guild, Kittie Kallen's *Juke Box Annie* on Mercury is moving up on the local hit parade. *Third Man Theme* by Guy Lombardo on Decca has been tops for several weeks. *Music* etc. by Teresa Brewer on London is slipping from its peak, but still rates plays. For taverns, Red Foley singing almost anything on Decca is a nickel grabber.

Cig. Sales Watched Closely

NEW YORK—The cigarette industry turned its eyes to the possibility of a shift in federal tax policy when the House Ways and Means Committee tentatively approved a reduction in the tax rate on economy brand cigarettes. The move carried by only one vote in a 25-member committee, suggesting that the action may later be reversed. But the action did cause some thinking in the industry.

Official reports on the first quarter of the year were being watched carefully, because the 9-month report of the Internal Revenue Dept. had shown that the rate of cigarette consumption seemed to be losing its high rate gain maintained for so many years. Employment in cigarette factories has shown slight declines in recent months but automatic machinery may make up the slack here.

Tobacco jobbers did better in March and reversed a declining trend of a few months. Some of the states that had been reporting declines in their cigarette taxes reported increases for the month of March.

What of Cig. Prices If Tax Is Changed?

At a time when the cigarette price picture seemed to have hit a pretty stable level, and likely to stay that way, Congress seems about to finally consider the plea of makers of economy cigarettes to grant them a tax break. Some say this would bring about a reshuffle in cigarette price levels. A newspaper in the "tobacco country" editorializes on the question as follows:

"Why Tax Economy Cigarettes? No one in his right mind would argue that a man who buys a Ford should pay the same amount of tax as the man who buys a Cadillac. You expect the tax on an expensive diamond ring to be more than the tax on a dime-store model, and when you buy an expensive suit you expect to pay a proportionately greater tax than you would pay on a cheap one. But for some reason this obvious logic stops when it comes to cigarettes. And as a result millions of people who smoke the cheaper brands have to pay the same tax as do the people who buy the standard, more expensive brands.

"For 16 long years the makers of cheaper cigarettes have contended without success that this system of taxation was as illogical as it was unfair, and have asked, instead, an ad valorem tax based on the selling price of the cigarette. But makers of the standard-priced cigarettes (Camels, Luckies, Chesterfields, Old Golds, etc.) have fought their proposal, claiming that the ad valorem tax would enable the economy brands (Wings, Avalons, Dominos, etc.) to establish unfair competition. Congress has agreed with this unusual position, and still levies a tax of seven cents per pack, regardless of quality or price.

"This is clearly unfair. It means that makers of economy-price cigarettes are taxed 165 per cent on their net selling price, whereas makers of standard-price cigarettes are taxed only 104 per cent on their net. And since the cigarette tax is strictly a consumer tax, this means that the man who smokes an economy brand must pay a proportionately higher tax than the man who can afford the higher-priced standard brand.

"By taxing cigarettes on a straight seven-cents-per-pack basis, Congress makes it impossible for the economy brands to offer any real competition for the standard brands. Before state taxes, standard brands retail for 17 cents, whereas economy brands retail for 14 cents. Thus, standard brands can still pay state taxes and retail for 20 cents or less, and to the customer there is little attraction in the 17-cent economy cigarette over the 19-cent standard brand. But a straight ad valorem tax, which would permit the economy brands to retail at 15 cents or two for a quarter, would put the economy brands in a truly competitive position. It would also be a break for the less well-heeled smoker.

"The makers of economy brands have proposed, rather than the straight seven-cents per pack tax, an ad valorem tax of 41.17 per cent on all cigarettes. This would not increase the price of the standard brands, but would enable the manufacturers to offer the smokers a real differential in price, an economy cigarette that promised economy. After 16 years of battle, the House Ways and Means Committee has finally approved this plan. We hope a similar sense of fairness and concern for the smoker will persuade the House and Senate to follow suit."

From the Louisville Courier-Journal, May 6.

The fact that Congress might take action to lower taxes on the economy brands of cigarettes raises some discussion questions for operators of cigarette machines.

Do you as an operator of cigarette machines think the federal tax on the economy brands should be lowered?

Do you think a lower tax on the economy brands would cause a general lowering of cigarette prices?

Do you think cigarette prices should be adjusted downward?

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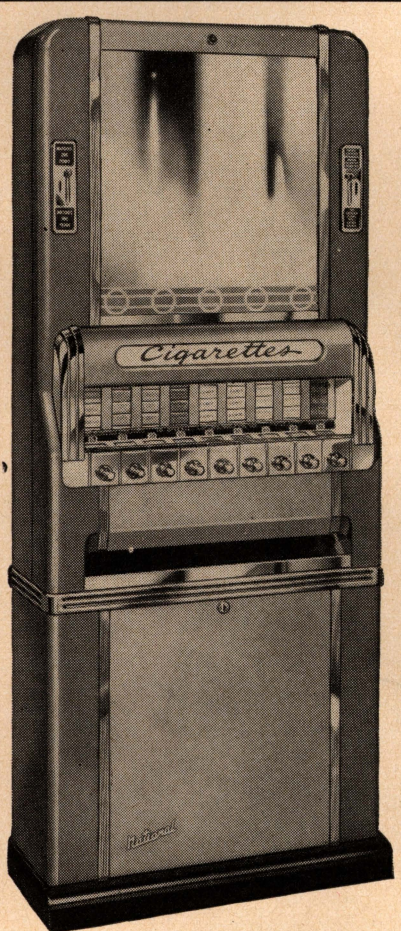
It is our program to thoroughly cover the field you are interested in and give you a complete and intelligent interpretation of events as they affect cigarette and cigar operating.

Leaf's famous trademark RAIN-BLO is known to operators all over the world as a guarantee of quality, uniformity and consumer acceptance. Other Leaf products include a complete line of fast-selling vending candies.

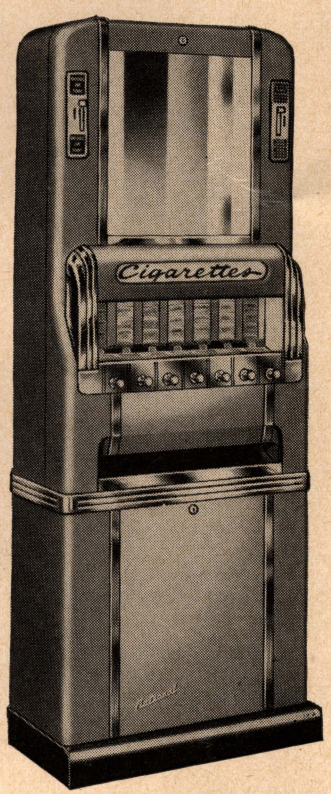
LEAF GUM CO.
Div. of Leaf Brands, Inc.
Chicago, U. S. A.

"Brother... I'M A NATIONAL OPERATOR.. ..'ECONOMY' CIGARETTES WON'T BOTHER ME"



NATIONAL 9M

Has nine easy-to-load columns of 440-pack capacity... multiple-coin insert (5c-10c-25c)... built of steel, trimmed in chrome and stainless steel... beautiful mirror and fluorescent label brand display. Measurements—66½" high, 28" wide, 11" deep.



NATIONAL 7M

A "dead ringer" for the 9M—only smaller. Central delivery only 25 inches from floor—eliminates stooping. Seven easy-to-load columns of 301-pack capacity. Handsomely finished in same colors as 9M. Measurements—61½" high, 23¼" wide, 11" deep.

NATIONAL units will sell regular-priced and low-priced Cigarettes from the same Merchandiser—at the same time. And without expensive mechanical changes!

Think what this means if "Economy" Cigarettes come back—with some brands selling at 15c or 20c, others at 20c or 25c!

You get this marvelous flexibility of performance in the famous 9M and its smaller counterpart, the 7M, shown here... plus the famous NATIONAL basic mechanism, single-coin insert, efficient change-maker and central delivery of Cigarettes, matches and change.

NATIONAL leads the way in design and construction... in performance... in adaptability to changing needs. If you doubt this—ask any INDEPENDENT OPERATOR.

NATIONAL VENDORS·INC·

5055 NATURAL BRIDGE • ST. LOUIS 15, MO.

MEMBER N. A. M. A. AND N. A. T. D.

Delicious Flavor . . . . Finest Quality

Schutter's OLD NICK
Richest Milk Chocolate
OLD NICK

Schutter's BIT-O-HONEY
T.M. REG. U.S. PAT. OFF.
INGREDIENTS: CORN SYRUP, SUGAR, ALMONDS, PEANUT OIL, CONDENSED MILK, CORN STARCH, DEXTROSE, SOYA PROTEIN, HONEY, DRIED EGG ALBUMEN, SALT, LECITHIN, ARTIFICIAL FLAVOR.
BIT-O-HONEY

"Oh Boy! OLD NICK is a WONDERFUL Candy Bar!"
Favorite of millions for over 25 years. Rich chocolate, peanuts, carmel and fudge. Nationally advertised.

"A Honey, Honey, HONEY of a Candy Bar!"
. . . Unique FLAVOR . . . marvelous NAME . . . finest QUALITY...NATIONAL Advertising...make BIT-O-HONEY America's fastest-growing Bar.

SCHUTTER CANDY DIVISION, St. Louis

First Regional Meet Hears Good Reports

CHICAGO — Bill Fishman, Automatic Merchandising Corp., was chosen as regional chairman of Region VI, NAMA, to succeed Herbert A. Geiger of Milwaukee. Region VI held a one-day conference, first in the series of regional conferences by NAMA.

A Wisconsin candy operator, N. Novasic, reported on his experience that a candy machine must sell 90 bars a week under present conditions to break even for the operator; he refills when machines are 75 per cent empty, to save on servicing costs.

On a route of 85 machines, Novasic reported the investment in equipment at $13,400, service and operational costs are about $135 per week, and he sells about 10,000 bars per week. Candy cost is put at about 2.8 cents per bar, commission at 12 per cent, and he figures a profit of about 2 per cent. He includes a supervisory salary, overhead, etc. at $100 per week in the accounting.

Others on the program included F. W. Niedenthal, Indianapolis, speaking on cigarette operation; G. L. Duryea, Chicago Concessions, Inc., speaking on cup beverage machines; John Mock, Chicago management consultant, on sound sales policy; and NAMA officials.

Candy Notes . . .

● Operators of candy bar machines who move aggressively to beat the summer heat depend chiefly on using blankets dipped in water to protect candy during transit in truck to locations, also use insulated trucks.

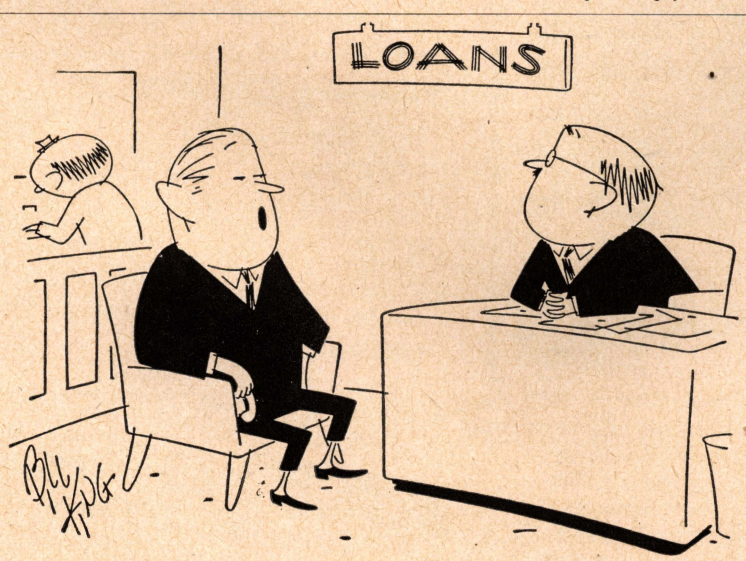
● The subject of dental caries is getting a lot of attention from experts in the candy trade and important reports will be made at the manufacturers' convention in June.

The verdict still seems to be that the real cause of decaying teeth is unknown. Scientists have recently reported that penicillin in lozenge form shows real promise in fighting tooth decay.

● The big ingredients supply markets did not report any big buying by the candy trade during the first half of May. Corn sweeteners were being bought in small-lot purchases and prices were holding firm. Coconut suppliers reported that demand from the candy trade was "good and prices were unchanged." Production of coconut in the Philippines is below prewar levels.

● A Dept. of Agriculture survey shows that the middle income groups, $3,000-$5,000 annually, now are the biggest candy eaters. That is, they buy more candy for home use. Families with $7,000 or more annual income drop sharply in buying candy for home use; families below $1,000 annual income buy little candy for home use. The view had prevailed for a long time that low-income groups buy more candy bars and this probably still holds true. The middle income groups buy lots of boxed candies.

● Reports on the use of the total U. S. sugar supply show that the bottled soft drinks trade takes 6 per cent of the supply; the candy trade takes slightly over 6 per cent of the total; the cookie and cracker makers get nearly 2 per cent; while chewing gum makers take about eight-tenths of one per cent.



"Why yes, I can give you references -- the E-Z Credit Co., the Westside Finance Co., the Jiffy Personal Loan Co., the ---"

Auto-Photo At ACMMA Show

CHICAGO—One of the highlights of the all-industry Show held here May 22-23-24 was the new Auto-Photo machine shown by the Auto-Photo Co., Los Angeles.

Ingenious device is a photographic unit which does a professional job of photographing the subject in several different poses and vends the finished photo in a remarkably short time. Unit has been in the process of development and testing for a number of years on the Coast and the Chicago showing constituted the first announcement to the Coin Machine Trade.

Presiding over the local display was Joe Weingarden who has been on a preliminary trip with the device and has demonstrated it in his trailer showroom in about half of the western states. Weingarden revealed that several units have already been taken by various municipal governments which are using them in police identification work.

In Los Angeles, I. D. Baker, president of Auto-Photo Co., announced that Fred McKee, veteran coin machine representative, has been added to the sales staff. McKee operated in various parts of the nation for a number of years before becoming a special factory representative for International Mutoscope some years back. In his new affiliation McKee will be contacting operators and demonstrating the new unit and its possibilities.

Los Angeles

Buying slowed down during the first part of May and jobbers and distributors figured the operators were waiting to see what is new at the May and June shows. It parallels the old days when the show was held in January and distribs. looked upon December and half of January as the lightest selling part of the year. Very few, however, seemed to be interested enough to

make the trek to Chicago for a first hand look.

Bells have begun a general exodus in line with the July 15th effectiveness of the new laws. Most of them will find their way to legal territories and on ships out of coast ports.

Familiar sight on local golf courses these days is Harry Williams, CMI prexy, who is spending some time on the Coast. Frequent partner is Bill Happel of Badger Sales who holds a pretty good score on the local greens.

Sid Bloom reports from the East that his sales trip in behalf of the new Oak Charm vendor has been more successful than he anticipated. He's booked a terrific number of orders and the factory will be humming merrily for months to come.

Woodie Leslie, Coan Mfg. representative, spent the first half of May in San Jose setting up a new operation to be known as the San Jose U-Select-It Co.

A Packard Manhattan phonograph occupied the center of attention recently on a Buster Keaton program on television KTTV. Entire show was centered around the musical instrument.

Alpha Distributing Co. reports a greatly increased sale of Pla-Mor Selectors. Also the sale of 30-wire Bronco cable has better than doubled the spool sale the past two months. Simmons says the production of the boxes has been stepped up as of May 1st and he attributes the spurt in cable sales to the fact that many taverns are now permitting operators to install bar boxes where previously they were not permitted. Another reason, says Bill, is that many locations which do not justify a brand new, expensive phono are being taken care of by placing the 24-record job in the back room and dressing up the front with remote selectors. This harkens back to 1938-41 when two 12-record phonos were teamed up through a Packard Beach Adaptor to make a tandum twin-twelve. It's easier today because the 24-record jobs already have remote adaptors. Alpha is planning, he says, to add a line of moderately priced speakers.

Despite the slight lull, there hasn't been a dull moment in Paul A. Laymons' and operators have been in from all over the southland. Among them were Al Anderson, Shafter; John Ketchersid, Homer Gillespie, Ed Lyons and Charles Cahoone, Long Beach; I. V. Gayer and William Shorey, San Bernardino; Jack Neal and G. F. Cooper, Riverside; Norman Christ, Lompoc; Les Jordan, Coronado; Pete Thelan, Ray Tisdale and Ben Korte, Glendale; Jack Spencer, Big Bear; Alex Koleopolus, William Black and Mr. and Mrs. Fred Allen, Bakersfield; F. L. Griffin, Pomona; Roy Jones, Jr., Inyokern; Pop Burris, Whittier; Perry Irwin, Ventura; Lena Koch, San Diego; Clyde Denlinger, Balboa; Roy Smith and Cecil Ellison, Lancaster; William Volner, El Centro; Henry Van Stelton, Whittier; Harold Sharkey, Huntington Park; Al Zaboski, Gardena; A. G. Hanson, San Fernando; C. E. Stephens, Duarte; William Bradley, Covina; and Stanley Tracy, Kingman, Ariz.

Wm. Schrader, ebullient sales manager of Pacific Shuffleboard Bowling Co., attended the ACMMA Convention and exhibited his new bowling adaptor unit.

H. E. Hood has purchased the American Shuffleboard Corp., distributors for the Pacific Shuffleboard bowling unit.

W. R. Happel of Badger Sales also joining the throng to the Chicago Convention. W. E. Happel will take a two weeks' cruise on the deep and briny for the U. S. N. Reserve. Ed Gunsteen will pinch-hit for him when away.

George Seedman, Veep of The Rowe Service Corp., is in New York winding up his affairs prior to taking over local operations. He will be back by the first and will address the NAMA Regional meeting in Oakland on June 2nd.

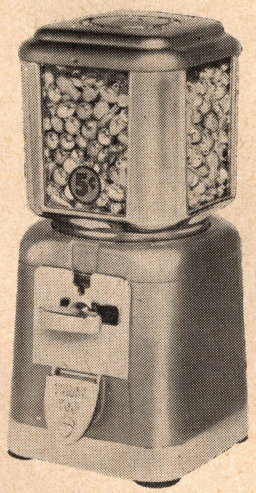
J. C. De Graaf, Fruit-O-Matic sales manager, attended the May Show at Hotel Sherman where he displayed his new vendor. De Graaf plans to tour several eastern cities with a sample machine and to return end of next month.

Oak Follows Through

WITH THE NEW, SENSATIONAL MONEY-MAKING

CHARM KING

5c ALL CHARM VENDOR



Here is the brand new merchandiser designed to grab the nickels and make plenty of dollars in 1950. It's never been done before. It has unlimited possibilities. It opens tens of thousands of new locations.

Never in the history of bulk vending has any one machine made as much money for as many operators as our famous ACORN 1c or 5c All Purpose Bulk Merchandiser. Most of the gigantic profits were made via the Ball Gum and Charm combination. Now, with the new CHARM KING 5c ALL CHARM vendor you can make even bigger profits in more locations.

ORDER TODAY FROM ANY OF OUR AUTHORIZED DISTRIBUTORS! IMMEDIATE DELIVERY!

DISTRIBUTORS!
A Few Choice Territories Are Still Open. Write—Wire—Phone.

OAK MFG. CO. Inc.
11411 Knightsbridge Avenue, Culver City, California
Western and Pacific Coast Distributors
OPERATORS VENDING MACHINE SUPPLY CO., 1023 S. Grand Ave., Los Angeles
Eastern and Midwest Distributors
AMERICAN DISTRIBUTORS, 1349 5th Ave., Pittsburgh, Pa.

Coan Mfg. Expands Sales and Service

MADISON, Wis.—The Coan Manufacturing Co. has entered on a vigorous new enlargement of its well-known policy of helping operators of *U-Select-It* machines to make more money. The regional sales organization has been enlarged, and also plans made with the objective of giving operators, no matter how far from the factory, the same service assistance they could get if located in the firm's home town.

A new field service department is in operation and in charge of Clarence Coan, and he is assisted by Charles Martin. The firm has purchased a fleet of new panel trucks, has painted them a beautiful white which has the sanitary appearance in keeping with all U-Select-It machines. The trucks will be used exclusively by the field service department.

The field service will carry aid right to the operator's door, giving him help on all the ramifications of the business, whether mechanical, operational, location aid, buying merchandise, administration, or any other problem, and right on his own home territory.

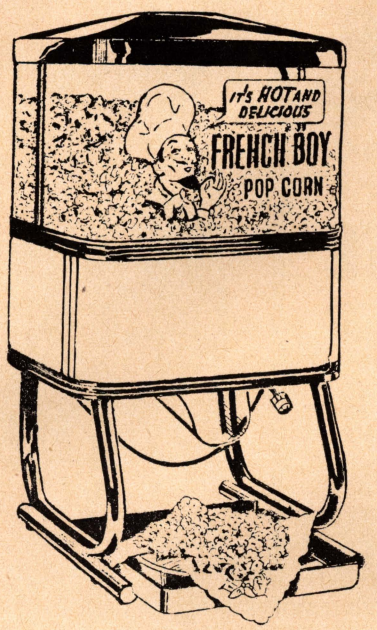
Frank Q. Doyle, a pioneer in the Industry and general sales manager for the firm, says it is Coan's policy of many years that the manufacturer should do all possible to make and keep operators of their equipment successful. Coan believes that in the long run the firm will gain by helping its operators to be successful, even though the service department will be quite costly to the company.

Doyle announced the following as regional sales managers with the following territory assignments:

Woodie Leslie, 3151 E. Colorado Blvd., Pasadena, Calif. Territory: California and Nevada. Woodie Taylor, 2729 Tillar St., Ft. Worth. Territory: Texas, Oklahoma and Arkansas. Frank Herbenar, 3707 Bliss St., El Paso, Texas. Territory: New Mexico and Arizona, Utah and Colorado. Harry M. Hansen, 65 West 54th St., New York City. Territory: New York, New Jersey, Pennsylvania, Ohio, Maryland, Delaware, Virginia, West Virginia, and District of Columbia.

J. G. Chalcraft, 364 Washington St., Mobile, Ala. Territory: Alabama, Louisiana, Mississippi, Georgia, Florida, North and South Carolina. C. W. Brown, 160 W. Meyers St., Salem, Oregon. Territory: Oregon, Washington and Montana, Idaho and Wyoming. Carl Milter, 85 Strong St., New York City. Territory: Maine, Massachusetts, Connecticut, New Hampshire, Rhode Island and Vermont. W. P. Punton, 118 Long Lake, Route 5, Kalamazoo, Mich. Territory: Michigan (except Wayne Co. and Detroit), Wisconsin and Minnesota.

V. R. Middlemas, 112 Thayer Ave., W., Bismarck, N. D. Territory; North and South Dakota and Nebraska. R. W. Merriam, 3017 47th St., Des Moines. Territory: Iowa. T. Z. Jackson, Nashville. Territory: Tennessee. H. A. Rea, 910 Olive St., St. Louis. Territory: Missouri (except St. Louis), Kansas, Illinois, Indiana and Kentucky.



FRENCH-BOY POPCORN

COIN-MEN ARE TURNING TO POP-CORN ON THEIR REGULAR ROUTES.

On an order of 25 machines, we will send a representative to demonstrate how to make big profits.

$51.50

See us at C.M.I. or write

ABC POPCORN CO., INC.

3441 W. North Avenue Chicago, Ill.

Survey Produces Big Sales Talk For Vendors In Plants

Operators of vending machines to dispense candy bars, soft drinks, ice cream, coffee, soups, milk and other items in the food class will find a survey and report recently issued by the Field Research Division of the Paper Cup and Container Institute, Inc. of great value for at least two reasons.

1. Operators of these machines compete to some extent in factories with other types of in-plant feeding services. In-plant feeding services may include a cafeteria, canteen, mobile carts, etc.

2. The survey shows that automatic vendors may profitably supplement all of the in-plant feeding services and hence the report will be one of the best sales talks for vendors that an operator can get to show to plant managements.

The complete 19-page report can be had by writing to the research firm at 49 West 46th St., New York 19, N. Y. The Institute prepared a digest of its complete report which is a decided sales talk for vendors, as follows:

A study of in-plant feeding systems in locations where fewer than 1000 persons are employed has been completed by the Field Research Division of the Paper Cup and Container Institute and reports of results are now available. The study indicates that, in general, full scale cafeterias are the most expensive way to serve food in such locations, and that supplementary services, including vending machines, will probably do an increasing part of small plant feeding.

The Field Research Division is set up by the Paper Cup and Container Institute to furnish facts and figures that might be of help to customers of the cup manufacturing companies that comprise the Institute's membership. In addition to the technical aid which individual cup companies have given to develop equipment for vending, the Research Division is now spending an increasing part of its time in gathering material on that field, directors say.

1. The survey was initiated to find out how small plants are providing food for fewer workers than it takes to support the type of in-plant food service now customary in large plants. Field reporters visited 26 in-plant food services in representative factories employing fewer than 1000 workers. Plants were located in ten states and engaged in a broad range of manufacturing enterprises.

2. Vending machines were the most popular source of supplementary food reported. Most of the factories had more than one food system. The group included 17 cafeterias, nine mobile cart systems, and four canteens. In 12 factories, vending machines were used to supply candy, cookies, peanuts and soft drinks. Several reported experimentation with vending machines selling wrapped sandwiches, but no vending machines of this type were in operation at the time of the survey. High cost, and difficulty of getting fresh sandwiches were reasons given for the discontinuance of the service, but many plant managers expressed interest in future development of vending machines serving substantial hot food items, particularly coffee.

3. Vending machines were the only source of food which consistently ran in the black. One New England textile firm employing a thousand feeds its workers at noon through a mobile cart system which circulates hot food in paper containers prepared by the caterer at his own commissary. Employees like the service, which provides a moderate profit to the concessionaire. In addition, vending machines selling soft drinks earn $200 a month for the employees' association.

Supplementary food services, such as canteens, mobile carts, and vending machines were more popular with employees and almost all of them paid their own way in contrast to the traditional deficits in small plant cafeterias. Profits on snack services were frequently applied to the cafeteria, or to employee welfare purposes.

4. Factory managers in many cases insist on cup vending machines for soft drinks to reduce accidents from broken or rolling bottles. The Armstrong Cork Co. does not permit breakable utensils on the factory floor. The company says this safety measure also protects valuable stock.

5. Competition between vending machines and other food services in the plant was not regarded as a serious problem. One company thought the candy and pop machines competed with sale of candy and pop in the cafeteria. In other plants, competition was avoided by not serving vended goods in the cafeterias, but most felt that the competition was unimportant because the machines were selling at hours when the cafeteria was closed. A Cleveland foundry, for instance, liked the vending machines because they made it unnecessary to keep the cafeteria open beyond the lunch hour for snackers.

* ** *

Farmer Squibbs was ploughing the farthest corner of his field when a neighbor came running to call, "Quick, Henry! Your wife's having a fit." Squibbs dropped everything and ran a mile to his house, only to find his wife had recovered fully and was placidly cooking dinner.

A week later he was summoned again. This time, his wife, once more recovered, was darning stockings in the parlor.

A third time the neighbor called for Farmer Squibbs. This time he found his wife out cold on the kitchen floor. He felt her pulse and her heart. Neither stirred. He held a mirror before her mouth. There was no trace of moisture.

Farmer Squibbs straightened himself and mopped his forehead. "Well," he declared, "this is more like it."

Digest of Information on Vending in Paper Cup and Container Institute Survey of Industrial Food Services in Small Plants

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SOURCE BOOK

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$9 PER DOZEN

COIN MACHINE REVIEW

1115 Venice Blvd. Los Angeles 15, Calif.

Theater Survey Shows Drink Vendor Gains

The second survey of merchandise sales in theaters, by *The Exhibitor*, trade magazine published at 1225 Vine St., Philadelphia 7, is said to give the most complete data available on total merchandise sales in theaters and also the part vending machines play in such sales. The complete data appears in a directory published by the firm.

The magazine made a survey in 1947 and then in 1949, thus providing data for comparison. Considerable variation in sale of merchandise and also in use of vendors is shown in theaters and movie houses on basis of size of the house. The report says:

"While candy is actually sold in fewer small theaters than is popcorn, its popularity rises with the size of the theater . . . Popcorn is the dominant factor in the smaller theater, but falls away in popularity as the theaters become larger . . . Beverages and ice cream both require space or cabinets for storage which the smaller theater often does not possess, hence the relatively minor showing of these two products in the smallest theaters, with constantly increasing popularity as the theaters grow larger."

On a basis of 18,600 theaters in the U.S., it is reported that 16,667 offer popcorn, candy is sold in 15,448, beverages in 8,640, chewing gum in 8,603, ice cream in 4,408 and cigarettes are sold in 3,292.

In comparing data gathered in 1947 with 1949 figures, the number of theaters selling candy has dropped slightly; number of houses offering popcorn has shown a slight gain; theaters offering soft drinks has jumped from 19 per cent in 1947 to a current 46 per cent; ice cream was sold in about 6 per cent of the theaters in 1947 and in about 24 per cent currently; chewing gum has made a larger percentage gain in the two years than candy; cigarettes were sold in 10 per cent of the theaters in 1947 and in about 18 per cent now.

The above statistics refer to total merchandise sales, whether by concession counter or by vending machine. Operators will be interested in the use of vendors as shown by the survey:

Theaters using vendors only	**3.4%**
Lobby stands only	**68.1%**
Both stands and vendors	**28.5%**

The report further states as to vendors in theaters: "The vending machine is not dead, however. Its use, in both the smallest and largest theaters as an adjunct to the candy stand in the more remote areas of balconies, lounges, etc., plus its use as standby equipment during the matinee and off hours when the personally attended stand could not be profitably operated, formed a very important percentage of merchandise sales, to the place where vending machines are found in 31.9 per cent of the nation's theaters."

The report also suggests that vending machines at present are increasing in popularity in the medium and larger size theaters. In reports on the different types of merchandise, it is suggested that vending machines for dispensing soft drinks are probably making the biggest gains in recent years, the 1949 survey showing that 35 per cent of the 8,360 houses that sell soft drinks use vendors.

The House began writing on the 1950 tax bill early in March, expecting to have it ready early in April, and then it will be known what specific recommendations will come before Congress.

NEW MACHINES...

Manufacturers are requested to send announcements of all new machines and products to COIN MACHINE REVIEW, 1115 Venice Blvd., Los Angeles 15, Calif.

BALLY MANUFACTURING CO., 2640 Belmont Ave., Chicago 18, Ill.—A novelty table of the shuffle-bowling type, called *Bally Shuffle Champ*; manufacturer stresses speed with rate of game-a-minute; said to be the only game on which player "can pick up 4, 7-6, 10 railroad;" has scoring according to bowling rules, rebound action, slug rejector and drop coin chute; player aims directly at pins suspended from above; offered in 8 ft. and 9½ ft. lengths.

Availability: Reported in production.

CONTINENTAL SERVICE & EQUIPMENT CO., 3830 Holbrook Ave., Detroit 12, Mich.—A counter model grip scale called *Gum-Grip*; offers ball gum and a 3-way play gripper feature; permits location to refill with gum without access to money box; one ball gum to all who press button; list price, $39.50.

Availability: Reported in production.

CHICAGO COIN MACHINE CO., 1725 W. Diversey Blvd., Chicago 14, Ill.—A new table game of the shuffle-bowling type, called *Bowling Classic*; manufacturer stresses "realistic upright disappearing pins," its fast action of 45 seconds to play and the rebound action of the game; for one or two players and dime play (per person) is suggested; table 8 ft. long, automatic scoring and players compete frame by frame. The firm also offers Shuffle Baseball, a game using puck play and with baseball theme.

COOL SLEEP, Inc., Cambridge, Ohio.—A coin-operated device for cooling air, recommended for hotel and motel rooms; self-contained unit with cabinet 24 by 24 by 17 inches, weighs 30 lbs. Maker says the cooler will keep room around 73 degrees, offered with 25-cent chute for one hour service; unit filters air, removes pollen and cools air.

Availability: Reported in production.

D. GOTTLIEB & CO., 1140 N. Kostner Ave., Chicago 51, Ill.—A 5-ball game, called *Select-A-Card*, in which manufacturer stresses the "sensational turret shooter action and oscillating range finder." Selector knob permits choice of any one of four cards; player shoots to hit numbered targets at top of field and numbered bumpers on field; player scores winning card when all numbers on the card are lighted; game has replay and high score features.

J. H. KEENEY & CO., 2600 West 50th St., Chicago 32, Ill.—A device for installing on shuffleboard tables, called *Bowling Champ*; provides for two players, scores totaled automatically and separately; four pucks released singly; can switch back and forth from Bowling Champ to standard shuffleboard; maker says device can be attached to shuffleboard table on location easily.

Availability: Reported in production.

MERO INDUSTRIES, 1332 West 69th St., Chicago 36, Ill.—A coin-operated television set in a 16-inch and a 19-inch direct view tube model; each model is offered with a metered coin box; manufacturer suggests that operators offer 15 minutes of play for a quarter; meters will accept advance play up to two hours in length.

Availability: Reported in production.

MOUNTAINAIRE, Inc., 417 Liberty St., Springfield, Mass.—A coin-operated electric shaver, using the Norelco electric razor; 2-way mirror door displays shaver when not in use, dispenses after shave lotion, has germicidal sterile lamp; recommended for airports, hotels, clubs, service stations, bus and railway stations; operates 6 minutes for 25 cents.

Availability: Reported in production.

NATION-WIDE NOVELTIES, Inc., 4615-17 S. State St., Chicago 9, Ill.—A new game of the shuffle-baseball type called *Baseball*; uses puck and offers baseball scoring features; rebound action and play speed of about one minute; backboard has baseball scene and animated runners move around the bases; dime play with game consisting of nine innings.

OAK MANUFACTURING CO., 11411 Knightsbridge Ave., Culver City, Calif.—A new model bulk vendor called the *Acorn All-Charm Vendor*; made to dispense the larger size charms without jamming; design similar to well-known line of Acorn bulk merchandisers; cabinet is die cast aluminum and provides three-window view of contents; plastic windows; 15 inches high and holds about 5½ pounds.

O. D. JENNINGS & CO., 4307-39 W. Lake St., Chicago 24, Ill.—A new model bell machine, called *Jennings' Sweepstake Chief*, available in standard and console cabinets; colorful light-up plastic front, five separate and distinct sets of symbols which pay jackpots, called a "liberal" machine.

SYSTEM AMUSEMENT EXCHANGE, Inc., 2281 W. Pico Blvd., Los Angeles, Calif.—A novelty game of the shuffle type, called *Shuffle-Hockey*; scores the same as regulation hockey; offered with dime coin chute.

SPACARB, Inc., 317 East 23rd St., New York 10, N. Y.—A new development for cup beverage dispensers, called *Select-O-Carb*; manufacturer stresses fact that the new feature makes it possible to offer two different degrees of carbonation on the same machine; makers of brand syrups have criticized cup dispensers because of only

(See NEW MACHINES, Page 38)

BARGAIN Mart

10c PER WORD, MINIMUM $2.00

No General Delivery ads accepted. Send copy, with remittance, to COIN MACHINE REVIEW, 1115 Venice Blvd., Los Angeles 15, Calif.

CIGARETTE AND CANDY VENDING—
Machines. Will sell or buy any quantity, any make, model or size. Also any other equipment. Have full stock of U-Needa-Pack parts. MACK POSTEL, 6416 N. Newgard Ave., Chicago 26, Ill. (TF)

NEW AND PRECISION REBUILT—
LoBoy Scales, International Ticket Scales, 5c Selective Bar Vendors, ball gum. stick gum. and nut machines. Free price list. ADAIR COMPANY, 6928 Roosevelt, Oak Park, Ill. (TF-C)

SCALES WANTED—
Cash paid for all types of coin-operated scales. R. STARK, 1501 DeLong St., Los Angeles 15, Calif. (TF-C)

CHARMS—LOWEST PRICES—
Charms double, treble profits in bulk vendors. Write quickly for free samples. Lowest prices on plastic and metal charms, stone and cameo rings, gold and silver wedding rings, knives, dice, jacks. skulls, balloons, bells and jumping beans. BECKER VENDERS, 105-4 Dewey St., Brillion, Wisc. (A-C)

STAMP FOLDERS—
Direct from manufacturer. Low, low price! Immediate delivery. Write for prices and samples. J. SCHOENBACH, 1645 Bedford Ave., Brooklyn, N. Y. (J-C)

DECALCOMANIA TRANSFERS—
Decalcomania Transfers now offered in small quantities. Quick delivery. An attractive name plate on your product is the best advertisement. Sideline salesmen wanted. Also, make money with our line of Automobile Initials and Sign Letters. Free samples. "RALCO" X-L, Boston 19, Mass. (TF-C)

USED EQUIPMENT FOR SALE—
5c Candy Vending Machines, like new: Rowes 8 Col. (120 capacity with base) $55.00 each 5c Chocolate Units (100 capacity) $15.00 each; U-Select-Its Model 54, $27.50 each; U-Select-Its Model 72, $32.50 each. All overhauled, repainted in excellent condition. 30 per cent deposit required with order, balance C. O. D. ILLINOIS MECHANICAL CANDY CO., 1148 West Van Buren Street, Chicago 7, Ill. (9/50-P)

ALL THE NEWEST CHARMS—
EPPY — world's largest manufacturers of charms, prizes and novelties—offers the widest possible selection of vending items. Grocery store charms, comic character charms, plastic and metal-plated charms, famous series #1 and #2 charms, boxing gloves, baseballs, footballs, bowling pins, joke pet animals, big game animals, pirate coins, wild west telescope viewers, scissors, knives, fortune ball prizes, alphabet charms, rings and many, many others, with new ideas monthly. Free samples. Get on our mailing list. Write today. SAMUEL EPPY & CO., INC., 91-15 144th Place, Jamaica 2, N. Y. (TF-C)

FOR SALE—
Two Hilco Ice Cream Bar Vendors; floor samples; vends ice cream bar on stick for 10c; list $575; distributors, $450; these floor samples, $300 each. KING-PIN EQUIPMENT CO., 826 Mills Street, Kalamazoo, Mich. (MJJ-P)

COIN WRAPPERS—
Coin Counting Machines. Tubular Wrappers 1c, 5c, 10c, 25c 50c, guaranteed heavy paper, 75c per 1000 in lots of 100,000 or more discount. Accurate Penny Coin Counters, heavy aluminum, $1.50. Operator's Handy Belt Pockets, 2 for 60c. Collection Books $1.00 per dozen. Coin Counters: Hand and Electric models from $85 and up, all guaranteed. HECHT NIELSEN, 316 S. Spaulding Ave., Chicago, Ill. Tel. HAymarket 1-1088. (TF-C)

ADVANCE SANITARY NAPKINS—
and Latex Machines and merchandise for these machines. Also, all other than this to suit your needs. J. SCHOENBACH, 1645 Bedford Ave., Brooklyn 25, N. Y. (J-C)

APRIS PROPHYLACTICS—
for our Advance 21-F latex machines. Advance Sanitary Napkin machines and supplies. Write for information and prices. FOWLER COIN MACH. & DIST. CO., 3030 Crooks Road, Pontiac, Michigan. (ASO-P)

16 MM SOUNDIES—
used prints for Panoram projection. Only complete stock in existence. Prices as low as $13.95 per dozen prints. Write for list of currently available titles. BLACKHAWK FILMS. Department CMRB, Davenport, Iowa. (AMJ-P)

HAVE YOU ORDERED—
your sample set of Shuffle-Shoes? The sensational new shuffleboard game of horseshoes; easy to install, nothing more to buy; operators' price, $18.50 per set. KING-PIN EQUIPMENT CO., 826 Mills Street, Kalamazoo, Mich. (MJJ-P)

CAST IRON STANDS—
Weight 25 lbs., $4 each; in lots of six or more, $3.75 each; top flanges only 30c each; top plates for two vendors, $1.30 each; top plates for three vendors, $1.55 each; all prices F.O.B. factory. KING & CO., 2700 West Lake St., Chicago 12, Ill. (MJJ-P)

BUY LATEX DIRECT—
The famous PROTEX brand prophylactics are completely sealed in Du Pont cellophane. Recognized by vending machine operators as the most perfectly designed package for use with the Advance 21F machine. PROTEX is perfection in quality and sanitation. PROTEX increases machine capacity 20% because it is thinner. Order a trial carton of TWO GROSS (144 packages of 2) for $6.00. Write for quantity prices. Complete stock of Advance 21F Latex machines and 23C Sanitary Napkin machines and all parts. NATIONAL SANITARY SALES, 6654 N. Talman, Chicago 45, Illinois. (TF-C)

FOR SALE—
Mercury DeLuxe Counter Gripper—200—two months old, factory guaranteed; moneymakers; regular $59.50; sacrifice $12, all or part. C. ROZINSKI, 2416 Holmes Ave., Hamtramck, Mich. (JJA-P)

KEENEY THREE WAYS WANTED—
First part of June. Must be good condition and very cheap. State quantity and price first letter. P. O. BOX 704, Tucson, Ariz. (J-P)

CIGARETTE MACHINES—
The best buys in reconditioned cigarette machines are at Central. Write for details. We buy used cigarette machine equipment. CENTRAL VENDING MACHINE SERVICE CO., 3967 Parrish St., Philadelphia 4, Pa. (TF-C)

ARCADE FILMS THAT MAKE MONEY!—
Producer offers the ultimate in arcade art; all new productions, guaranteed money makers; negatives or prints for sale. CHARLIE CASE, 5864 Hollywood Blvd., Hollywood 28, Calif. (JJA-P)

DIGGERS—
Mutoscopes roll chutes fan fronts, Holly Cranes, Buckleys, Exhibit Merchantmen, Erie Diggers. We buy diggers, rotary merchandisers. NATIONAL, 4243 Sansom, Philadelphia, Pa. (J-P)

PHONOGRAPH—
(Juke Box) Motors Rewound for $4.00. No Extras. 2-day service. CAROLINA ELECTRIC CO., Box 125-D, Matthews, North Carolina. (J-P)

OPERATORS—
of No. 21F Advance Prophylactic Vendors, we carry the best quality latex obtainable in a flat tin box, vestpocket size, packed 2 to a tin box, 72 boxes to a gross. Will repair all No. 21F Advance Venders. Write for the new low prices on our tin boxes. MODERN DISTRIBUTING CO., 17400 Kentucky Ave., Detroit 21, Mich. (JJA-P)

PHOTOMATIC AND RECORDIO—
Latest models; both fifteen hundred dollars. ARCADE, 397 North St., Pittsfield, Mass. (J-P)

FOR SALE—
Games with Flippers. Co'ed, $15; Cross Fire, $15; Fly Trap, $15; Kilroy, $15; Maisie, $15; Manhattan, $20; Mexico, $17.50; Mystery, $15; Nevada, $17.50; Play Boy, $17.50; Ranger, $15; Singapore, $17.50; Tropicana, $20; Cover Girl, $39.50; Yanks, $59.50; Humpty Dumpty, $59.50; Mardi Gras, $49.50; Robinhood, $69.50; Merry Widow, $59.50. NOBRO NOVELTY CO., 538 Bryant St., San Francisco, Calif. (J-P)

NEW MACHINES

(Continued from Page 37)

one degree of carbonation; new development will dispense fruit flavors at low carbonation and cola at higher degree urged by syrup makers. Firm lists its *Model 4-D-51* with Select-O-Carb at $1,045; a kit will also be made to permit operators who have the older machines to use the new development.

TECKNI-KRAFT CORP., Nashville, Tenn.—A vendor for dispensing sun tan lotion, called *Sun-Tan Buoy*; may be had to operate for nickel, dime or quarter; cabinet 60 inches high, and base 21 by 23 inches; capacity one gallon of lotion, which provides about 650 separate spray applications; sold on franchise basis.

Availability: Reported in production.

VICTOR VENDING CORP., 5701-13 W. Grand Ave., Chicago 39, Ill.—A counter type game operated by penny. called *Victory;* precision built by firm well known for its quality mechanisms; uses basketball theme, 5 ping pong balls per penny play, totalizes score automatically; list price $32.50.

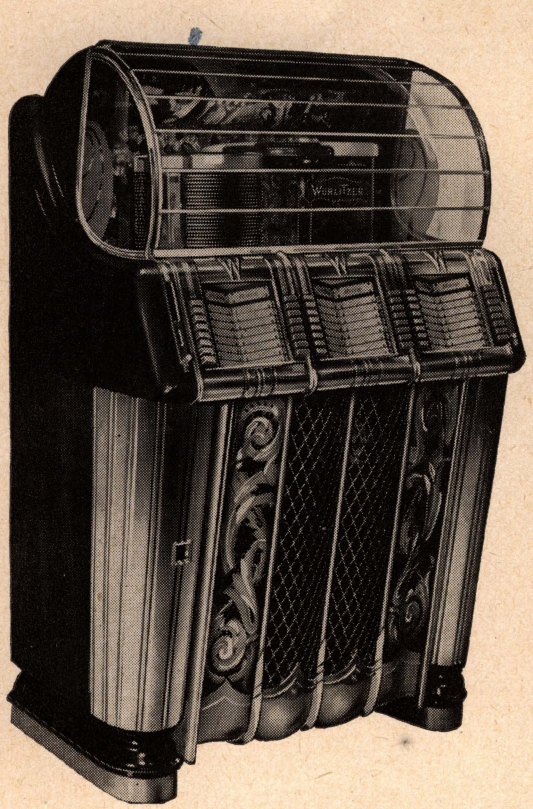
Availability: Reported in production.

VEND - RITE MANUFACTURING CO., 1536 N. Halsted St., Chicago 22, Ill.—A vending machine, called the *Purity Pretzel Stix* vendor, to dispense a trademarked brand of pretzel sticks sold by Purity Pretzel Co., Harrisburg, Pa.; vendor can be used as wall or stand model; cabinet is 30 inches high, 6½ inches deep, 12½ inches wide; dispenses nickel packs which cost operator 2½ cents delivered; manufacturer stresses industrial locations and also pretzels as a summer item.

48 TUNES ON 24 RECORDS

PLENTY OF TUNES TO STIMULATE PLAY

NO INCREASED RECORD COSTS FOR YOU TO PAY



PLAYS ANY SPEED RECORD

Can be quickly, economically adapted to play 33-1/3 or 45 RPM records. No danger of obsolescence.

MANY MORE GREAT MONEY-MAKING FEATURES

DOESN'T OBSOLETE PRESENT REMOTE EQUIPMENT... All current Wurlitzer Wall and Bar Boxes can be used with the Wurlitzer 1250. Wurlitzer has protected your investment in remote equipment.

AMAZING DYNATONE SOUND SYSTEM... Brings out best musical qualities of any speed record by a mere turn of a tone control knob. Accurately reproduces high fidelity of the new speed records.

ZENITH COBRA RECORD ECONOMY... Twin Tone Arms equipped with Zenith Cobra Stylus assure finest tone with 50% saving in record and needle wear.

NEW EYE AND PLAY APPEAL... Sensational cabinet beauty. Maximum eye appeal at upper level visible from entire location.

MINIMUM SERVICE... New, simplified record changer with fewer adjustments. New accessibility when service is required. Quick replacement units.

PRICED FOR TODAY'S MARKET... New all the way through. Priced to produce maximum operator profit — the Wurlitzer 1250 is the latest, greatest example of Wurlitzer's leadership.

WURLITZER *Twelve Fifty*

THE RUDOLPH WURLITZER COMPANY, NORTH TONAWANDA, NEW YORK

AMERICAN ALBUM of FAMOUS VENDORS

— — All By Victor!!

DOUBLE TOPPER

New Plastic Globes offer 8% increase in capacity, save breakage and loss of merchandise and money. Doubles sales capacity in any given spot.

TRIPLE TOPPER

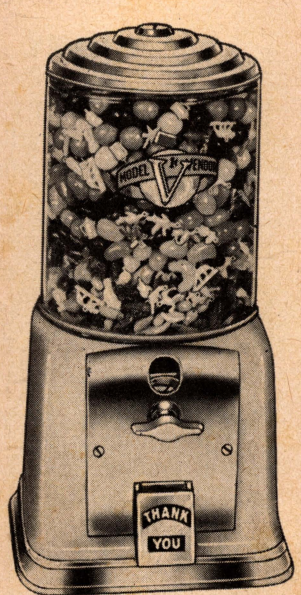
Conserves space and permits variety vending with maximum sales through increased selectivity. Plastic Globes and proved TOPPER construction in an attractive battery of silent salesmen.

UNIVERSAL

All-purpose vendor — beautiful — modern — colorful. Top favorite in the Victor line.

TOPPER

Vends Ball Gum and Charms plus all other bulk merchandise. TOPPER tops the field for quality at a low price. Compare! 1c model only.



MODEL V

Vends all merchandise plus ball gum and charms. The choice of thousands of successful operators who say the original is still the best.

HOT-POP

Popcorn dispenser—non-coin-operated. Collect your profits in advance. Valuable adjunct to your regular vending operations. Get the profit story today. Height 31". Holds one bushel of popped corn.

Write for Circulars, Prices, and Additional Information Today!

VICTOR VENDING CORP.

5701-13 W. GRAND AVE. CHICAGO 39, ILL.

ALL VICTOR VENDORS ARE EXPERIENCE-TESTED